

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLV.

NEW YORK, DECEMBER 23, 1903.

No. 13

Something Doing In Indiana

The Star League is making itself felt in Indiana just the same way The Muncie Star made itself felt.

The Star League, with over 110,000 paid circulation, covers the best part of Indiana.

The Muncie Star covers the gas and oil belt.

The Indianapolis Star covers the central part of the State. There are twenty-nine steam and traction lines centering here and tapping the State in every direction.

The Terre Haute Star covers the rich mining, manufacturing and agricultural district in the western part of the State.

The Star League papers are delivered daily to the people living on 927 Rural Free Delivery routes.

Each of The Star League papers has more paid circulation than any other paper in the city in which it is published, and the combined circulation is 40,000 more than the claimed circulation of any other paper in the State.

Watch The Star League. There's something doing.

GENERAL OFFICES:

Corner Market Street and Monument Place, Indianapolis, Indiana.

THE CHAS. T. LOGAN SPECIAL AGENCY,

Representatives for Advertising, Tribune Building, New York.

The Best School

Special Offer.

The special offer in the seventeenth week is twofold :

1. Anyone sending *Three Dollars* can have PRINTERS' INK for a whole year if the amount is sent between **Now** and **December 31, 1903.** This offer is for the purpose to enlist young men and women as subscribers to a paper which constitutes the best and most practical advertising school in this country.

2. Anyone sending a check for **Twenty Dollars** between *Now and December 31, 1903,* can have a paid-up subscription to PRINTERS' INK for the term of ten years. Or, he may send PRINTERS' INK for one year to **ten** different parties. This offer is for the purpose to assist wholesalers, publishers and mail order dealers to get PRINTERS' INK cheaply into the hands of prospective advertisers or clerks, who, if they studied PRINTERS' INK would become more useful assistants in the course of time.

**BOTH OFFERS ARE GOOD
TILL DEC. 31, 1903,
AND NO LONGER.**

Special Offer

17TH WEEK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1885.

VOL. XLV.

NEW YORK, DECEMBER 23, 1903.

No. 13.

DEPARTMENT STORE METH- ODS IN BROOKLYN.

The store of Frederick Loeser & Co. may be called the Wanamaker's of Brooklyn. At once the largest establishment of its kind in that borough, it is also one of the largest retail concerns in the United States, doing a business that competent authorities estimate at \$15,000,000 yearly. In policy it is essentially a "quality" store, catering to the "charge" trade and to every class that considers worth rather than price. Its success has been founded on quality arguments, coupled with the claim that the firm sells high-grade merchandise at as small a margin of profit as is consistent with good management. Established in 1845, the store has been since 1887 in the hands of Howard Gibb. Employing more than 4,000 people, its floor space is equivalent to about three large city blocks. The buildings occupied at present are spread irregularly over a large plot of ground which will be entirely occupied when additions now under way are completed.

"The Loeser advertising is almost wholly restricted to the daily papers," said Charles F. Higham, manager of advertising. "Brooklyn is covered by two distinct sets of mediums—the local papers and the New York dailies. The former we use every day in the week, and the latter on Sundays. The greatest amount of space is taken in the Brooklyn *Eagle*, which may easily be called the quality paper of Brooklyn. It reaches the best people. Besides our large daily ad we fill two pages in the Sunday issue. The Brooklyn *Times* is next best for our purposes, covering the Eastern District of Brooklyn, which is populated by the wage-earning classes. The Brooklyn

Standard Union and *Citizen* each go to a clientele of their own. The former is the only penny paper in the borough, while the latter is the only Democratic daily. In New York we use Sunday ads four columns wide in the *Times*, *Sun*, *Press*, *Herald*, *World* and *Journal*. I am inclined to the belief that the *Herald*, *World* and *Journal* have the largest Brooklyn circulations on Sundays. We use New York papers on week days for one purpose only—when we have something to offer men. In *Brooklyn Life*, the local society weekly, we have a page regularly, but it is used for general advertising. General ads also appear in the programmes of the high-grade theatres of Brooklyn. The list of media is completed by booklets and other literature, mailed to a list of charge customers and a larger general list. Church-programme and scheme advertising is rigidly excluded. The easiest way to avoid discrimination is to refuse all.

"Is it true that the Brooklyn department stores draw patronage from New York?"

"Absolutely, and in the Loeser store there are two attractions. First we offer the advantage of lower prices than New York stores, coupled with one of the best delivery services in the whole country. Second—and this is the strongest attraction for the better class trade—our prices are known to be invariable. This principle has been advertised by Frederick Loeser & Co. for many years, and the firm was one of the first in the country to adopt the practice of pricing all goods in plain figures. The policy of the house in this matter is so well known that it enables us to sell pianos to people in Harlem, and pianos that can be had right in their neighborhood. We are doing the largest piano

trade in Brooklyn to-day. Piano prices have been notoriously variable for years. Dealers go on the principle that an instrument is worth what you can get for it, and the price first named is not the ultimate one. Even reputable department stores, it is said, have advertised a high price for the purpose of cutting it when the instrument is inspected. The public has learned these practices, of course. When our piano department was established the firm's price-policy brought it into favor immediately. A Loeser price is as fixed as the eternal rocks. There is no reduction from the figure, not even the five per cent commission granted to music teachers. The public believes in our prices absolutely, and therefore we are doing the business, not only in pianos, but in other lines.

In so far as copy is concerned, I believe in white space. Our ads are set in light-faced type. There are plenty of items, but each is treated as a separate story, with a head showing at a glance what is offered. People read retail advertising with one question—"How much?" After that has been answered the ad should induce readers to come to the store and see for themselves, for no combination of words can make the same impression as the goods. In writing for men it is essential that you get to the point at once. And let me tell you that men read department store advertising. I don't know why, but they do. Saturday is distinctly a men's day at this store, and our advertising on Friday evening deals chiefly with men's things. We have a large merchant tailoring business, and a big trade in haberdashery. Our men's department is practically a separate store, with its own entrance from the street, which overcomes the inborn masculine dislike of asking for scattered departments and riding in elevators. Monday and Saturday are the big bargain days in Brooklyn. Monday has long been the busiest day in the week. We have attempted by advertising to make Friday a bargain day too, with fair success. Women love bargains. They are impressed by

comparative prices, and love to think of the amount they actually paid in connection with what the article is worth, or even what the advertisement said it was worth. For this reason the article offered at \$4.98, marked down from \$6, has a perennial charm, and will sell better for that price than if carried in stock regularly at \$4 and advertised for what it is. Of course, bargains must be good value, for upon them depends the store's trade in every department, and its reputation as well. The bargain furnishes store news. There is always something happening at a department store, and it is told in the advertising. Smaller stores may sell as cheaply, but one day is largely like another, even if advertising is used. There's nothing happening from day to day to rouse interest. Department store advertising is not only of a news nature, but is handled by news methods. We have sixty-four departments. My first work in the morning is to meet the buyers in the receiving room and talk with as many as possible—there are thirty-five buyers. Each department sends in its special offerings for the day written in the form of items for the advertisements. By talking with buyers it is possible to pick up information about the day's offerings and to judge which is most important, for the store's newspaper space is limited and the advertising manager must act as a sort of city editor, omitting what is relatively unimportant and playing up the big features. Some days the ad will be a mass of small offerings in a dozen departments, and again it will be given up to some big event. Where special items are to be featured the advertising manager must write more elaborate descriptions and perhaps tell how the firm can offer such bargains. This writing is usually done from the buyer's or department manager's description rather than from the goods themselves, because the advertising man of a large department store has pretty nearly everything beneath the sun to deal with, and can't possibly acquire a technical knowledge of seventy-five distinct lines of mer-

(Continued on page 6.)

633,700
COPIES

is this week's
edition of

***THE SATURDAY
EVENING POST***

This is the largest bona-fide—paid-for circulation ever attained by any weekly magazine in this country.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA, PA.

chandise. The terms he would use to describe a coat, for instance, would be clumsy and inaccurate, whereas the description of the buyer of coats will be bristling with the semi-technical, easily comprehended language used by tailors. Just as the city editor sends a reporter to interview someone who is an authority on a subject brought into prominence by the day's news, so the department store adman looks for authorities. Among the buyers and department managers here are men whose descriptions I print verbatim because they are more to the point than I could write myself in those lines.

"There's a good deal of hurry in department store publicity, as well as pressure on the store's newspaper space. This field is far from being thoroughly developed. Descriptions of goods form the basis of such advertising, and little attention is given to setting forth reasons why people should visit the store. This announcement advertising is effective, and the best basis upon which to begin improvements, but I do not regard it as the best that could be done if there were more leisure. The work of an advertising man in such a store is educational in high degree, for he is advertising practically every line of merchandise sold at retail, and coming into contact with the consumer as he is—and the consumer forms the basis for every kind of advertising. Results can be watched closely through the various departments. Results in dollars and cents are what count. Advertising may bring people to the store. In fact, there are large stores that shoppers visit as sights, and which enjoy a certain celebrity as pretty places. But shoppers don't come to buy the store, and some less sightly establishment that gives better values takes in the money."

JAS. H. COLLINS.

By means of statistics compressed into a small booklet the *Paper Trade Journal*, New York, shows the importance of the industry it represents.

THE initial announcement of the Cincinnati Symphony Orchestra's coming season is a neatly arranged booklet giving programmes, dates and sketches of soloists, with portraits.

ABUSE SELDOM HURTS THE "OTHER FELLOW," BUT IT DOES HURT TRADE.

The skyscraping method in advertising has a tendency to create suspicion, and while a plain, honest statement may not get all the orders, it does certainly put the business on a more satisfactory basis. I believe the wide-awake advertisers are beginning to see the point, and that they will try separating themselves from the blow-hard style of advertising. I really believe that incubators would now be on every farm, or nearly so, if it had not been for skyscraping methods, unreasonable promises and dark reflections against the other fellows.—M. M. Johnson, in *Farm Machinery*.

NATIONAL ADVERTISING CLUB.

NEW YORK, Dec. 8, 1903.

Editor of PRINTERS' INK:

I have read with a great deal of interest the article in your issue of December 2d on a proposed national advertising club, suggested by Mr. E. F. Olmsted.

Such an organization should certainly prove of unlimited advantage to publishers, advertisers and agencies and their constituents and establish better business relations between them.

Very truly yours,

E. A. WESTFALL,

New York Representative the Newark *Evening News*.

WM. F. DOBBS, advertising agent, 353 Main street, Danbury, Conn., is placing in New York State papers large copy for Linonene, a Cod Liver Oil preparation, manufactured by the Danbury Pharmacal Company, of Danbury, Conn. He holds a responsible position in the Danbury *News*.

WANTED—Name and address of every general or local association devoted to newspaper, magazine, billposting or allied advertising interests and every organization interested in the buying or selling of advertising space. Will the secretaries kindly address M. LEE STARKE, Tribune Building, New York City?

Little Lessons in Publicity—Lesson 14.

“HOME, SWEET HOME; There's no place like home.”

The intelligent, thinking advertiser realizes that there is no place like the home in which to talk about his goods, and he realizes that a great deal of his success depends upon what introduces him into the family circle. The unclean newspaper carries no more weight in the average home than does a man of questionable character trying to introduce some companion into a respectable family. If your advertising is clean and you desire to present it in the homes of six leading cities, permit the six leading dailies mentioned below to introduce you in the evening, when your appeal reaches the members of the household in their best mood. The readers have confidence in the editorial and news matter appearing in these dailies; they also have confidence in the advertisements, because the columns of the papers are kept clean.

THE MONTREAL STAR

will introduce you in practically every English-speaking family in Montreal. It reaches every English home reachable.

THE MINNEAPOLIS JOURNAL,

the clean paper of Minneapolis, will present you to 60,000 families of the purchasing class every evening.

THE WASHINGTON STAR

is a welcome visitor at practically every family circle in the National Capital every evening.

THE BALTIMORE NEWS

will place your proposition before the homes of the masses and classes in Baltimore. Ask any local merchant.

THE INDIANAPOLIS NEWS

will conduct you into more homes of all classes in Indianapolis than all other dailies there combined.

NEWARK NEWS

will put your announcements in practically every home in Newark and surrounding wealthy residential communities.

In each of the above communities, the evening paper named has the largest home circulation, prints the most local news, commands the most responsive class of readers and most satisfactorily makes business for the advertisers. From every view-point this list offers a most profitable advertising proposition.

M. LEE STARKE,

**Tribune Building,
NEW YORK.**

Mgr. General Advertising.

**Tribune Building,
CHICAGO.**

SOME RETAIL EXPERIENCES.

"Experience number" is the title of a special issue of the *Shoe Retailer*, New York. A series of twenty-two questions was sent out to retail shoe dealers in all parts of the United States, and replies from sixty-three dealers are published. The result is a mass of information based upon actual retailing. That it is hard sense is shown by the fact that the opinions from every point, and from dealers in cities and small towns, strike a general average. Many of the queries submitted by the editor of the *Shoe Retailer* relate to styles in shoes and the public taste in footwear, but others take up the questions of advertising and store management. These, with a digest of the replies, give principles of retailing that can be applied to other lines:

Do you use the local newspapers to any extent for advertising purposes, and do you find the investment profitable? The replies to this question indicate that retailers use newspaper space in the smaller cities, but do not advertise by this method in large centers. Some find it profitable for special sales, and others express the opinion that newspaper publicity could be used to advantage in the largest cities with a chain of stores. Several dealers in small cities regarded newspaper advertising unfavorably, but because their stores were not centrally located. Hardly any dealer making use of this form of publicity had an unfavorable opinion. The question turned wholly on cost.

Do you find special features in a window display bring trade, or are you a believer in displaying shoes only? Some dealers favored novelties that would attract attention to the window, but by far the greater number confined their displays to shoes and "findings." A Chicago dealer says, "The window is the bread of the business—it feeds the business as no other method of publicity." "Shoes only in our windows," say others; "We sell shoes, and it doesn't pay to make a menagerie of the window." "We sometimes use novelties, but shoes are first, always."

What publicity or display ideas do you find best for moving slow-selling goods? Most dealers fall back on cut prices and special window displays. Others move undesirable stock through the newspapers. Still others find it best to give salesmen five to twenty-five per cent premium for selling stale stock, making no reduction to the customer. But the best results seem to come from special sales and windows.

How do you offset the competition of manufacturers who retail direct? This question brings in the widely advertised

shoes, like Regal, Douglas, Dorothy Dodd and Sorosis. Sales of such shoes appear to be confined only to cities, where retailers say that they have no difficulty in holding their own by giving values as good, letting their trade know that unsatisfactory footwear will be taken back and, in short, being as wide awake and liberal as the advertising manufacturers. Personal relation with the customer is a big factor in building and holding trade.

Has the sale of shoes in department and clothing stores reached important dimensions in your town? Some dealers lament inroads on their trade from big competitors, but even in the large cities the majority seem able to hold their own, though the large stores sell great quantities of shoes. People seem to go to them for cheap shoes, buying the better goods of small retailers. The general opinion is that the department store has few real advantages over the retailer in the long run, and that active hustling, combined with window displays and advertising, places the latter upon practically an even footing.

Do you believe in frequent special sales to clear out slow-moving lines, or do you confine your efforts to one or two general clearances? Most dealers confine themselves to two semi-annual sales in January and July, and it is generally held that frequent cut-price offerings, with a hurrah in newspapers, tends to give the store a cheap reputation. Best results are secured by making the store known as a place where good values always obtain at regular prices.

Have you ever used trading stamps or any other form of premium or discount, and with what result? Nine dealers are using trading stamps, and four report good results. Thirty-four have never used them, and refuse to consider them seriously. Six have used them and stopped. Six dealers have given various forms of premiums and abandoned the practice as unprofitable. Two dealers give premiums. The trading stamps cost about five per cent gross on the trade of regular customers, according to one dealer. Some consider them good in keeping regular trade in the face of competition, while others say that customers who can be lured away by gift schemes are not worth holding. Those who enter into the subject at any length seem to think that trading stamps and premiums are of little value in attracting new or transient trade. Men care nothing about stamps or gift schemes, but they appeal to certain classes of women.

A LARGE portfolio of colored plates from the Robert Graves Co., New York, shows late designs in wall papers, worked out in decorative schemes. Some of the smaller specimens are more attractive because the reproductive work is better executed.

A CLEAR, convincing booklet on the worn theme of hair tonics comes from the Ideal Drug Co., Xenia, Ohio. Two of the firm's remedies are prescribed with so many excellent reasons for using them that the booklet ought to bring results.

RESULTS IN THE ROLL OF HONOR PRIZE COMPETITION.

On April 22, 1903, the Roll of Honor appeared for the first time in **PRINTERS' INK**, occupying less than a full page of space. How great has been its growth in eight months may be realized by comparing the department in this issue, occupying seven pages, with the one mentioned above. It then contained the names of thirty-eight publications, which might be called the charter members of an association that has since won appreciation which insures its permanence and a place in the regard of every honest publisher and judicious advertiser, both of whom it serves steadily and well.

When the idea of the Roll of Honor was first submitted to a number of friends it was unanimously disparaged as a project that would not enlist the support of even half a dozen publishers. Had this criticism been milder probably the Roll of Honor would never have been started. These adverse opinions, however, together with the originator's faith in his idea, made it an assured thing. He argued that, if newspaper directories are useful at all, a condensed directory of the best material in the best directory must be even more useful, both to advertisers and publishers. A vigorous, persistent campaign was therefore begun, and has been pursued since. The Roll of Honor to-day contains the names of more than 300 publications that have justly been termed "the cream of the American press."

One of the means of making the department known and inviting discussion upon it was the Roll of Honor Prize Competition, in which advertising men, newspaper men and readers of **PRINTERS' INK** generally were invited to set forth in the form of an article, first published in some newspaper or other periodical, the business and moral reasons why publishers eligible to the Roll of Honor should take measures to have their papers represented therein. With the Dec. 16 issue of **PRINTERS' INK** this competition came to a close in its twen-

ty-first week. From the opening of the contest on July 29 there were received a total of eighty-four articles. Those considered best in each week of the contest were by the following writers:

- 1—Leroy Fairman, New York City.
- 2—J. W. Schwartz, New York City.
- 3—W. C. Stuart, New York City.
- 4—M. Lee Starke, New York City.
- 5—L. W. Marshall, Brooklyn.
- 6—L. T. Berliner, Corry, Pa.
- 7—Chas. S. Parker, Arlington, Mass.
- 8—J. Wallis, Halifax, N. S.
- 9—L. W. Marshall, Brooklyn.
- 10—Oscar Herzberg, New York City.
- 11—F. James Gibson, New York City.
- 12—H. R. Hulbert, San Francisco.
- 13—J. H. Morrow, Winnipeg, Man.
- 14—S. Roland Hall, New York City.
- 15—S. P. Foster, Elmer, N. J.
- 16—A. B. Fritts, New York City.
- 17—Edwin D. Lambright, Tampa, Fla.
- 18—V. B. Gordon, Richmond, Ind.
- 19—C. A. Sommer, Lincoln, Neb.
- 20—W. H. Eastman, East Summer, Me.
- 21—M. Lee Starke, New York City.

These twenty-one articles appeared in the following publications:

- 1—*Daily Press*, Utica, N. Y.
- 2—*Metropolis*, Jacksonville, Fla.
- 3—*News*, Manchester, N. H.
- 4—*Star*, Washington, D. C.
- 5—*Woodman*, Phillips, Me.
- 6—*Daily Times*, Erie, Pa.
- 7—*Advocate*, Arlington, Mass.
- 8—*Herald*, Halifax, N. S.
- 9—*Evening Journal*, Jersey City, N. J.
- 10—*News-Leader*, Richmond, Va.
- 11—*Western New Yorker*, Warsaw, N. Y.
- 12—*Call*, San Francisco.
- 13—*Manitoba Free Press*, Winnipeg, Man.
- 14—*Evening News*, Baltimore, Md.
- 15—*Times*, Elmer, N. J.
- 16—*Evening Bulletin*, Philadelphia.
- 17—*Morning Tribune*, Tampa, Fla.
- 18—*Item*, Richmond, Ind.
- 19—*Freie Presse*, Lincoln, Neb.
- 20—*Maine Woods*, Phillips, Me.
- 21—*Star*, Montreal.

The purpose of the competition was "to set forth why every publisher entitled to a place in the Roll of Honor should make use of the service." While there are enough manifest reasons why this department should be utilized by eligible publishers, the writing of an article on the subject offered certain difficulties. It will be noticed that each article appeared in a newspaper of general circulation, and it was necessary that the writer tell his story in a popular manner. This involved clear explanations as to the standing of the American Newspaper Directory and **PRINTERS' INK** to show the character of the Roll of Honor. In an article intended for the perusal of advertisers and publishers this information could have been greatly condensed or even omitted altogether. Under the circumstances the writ-

ers acquitted themselves very creditably indeed. Each of the twenty-one successful articles covers every point about the Roll of Honor that would be likely to raise a question in the mind of an average newspaper reader, and each gives reasons to a publisher why it should be employed in furthering the interests of an eligible publication. From all the arguments advanced by the writers in favor of the Roll of Honor the following list has been compiled:

TWENTY REASONS WHY EVERY PUBLISHER ENTITLED TO A PLACE THEREIN SHOULD MAKE USE OF THE ROLL OF HONOR.

- 1—Being based on the ratings of the American Newspaper Directory, the high character of which is conceded by advertisers and publishers, this department is *veritably* a Roll of Honor, based upon truth and fact.
- 2—By reason of its standing and circulation among all classes of advertisers everywhere PRINTERS' INK is the one journal that can give such a department the integrity which makes it valuable to advertisers and the publicity which will produce results for publishers appearing therein.
- 3—In no other way can a publisher who is anxious to reveal his circulation keep the figures so prominently and continuously before the advertising public for so small a sum of money.
- 4—By change of copy it is possible for a publisher to record the progress of his paper from week to week, a service not to be obtained elsewhere at any price.
- 5—By its appearance in the Roll of Honor a publication not only gains the moral and commercial standing that comes of being in good company, but the publisher thereby testifies his own confidence in its value as an advertising medium.
- 6—The information given by the publisher is not buried in the pages of a large volume which may be consulted only occasionally, but is classified in a few columns of concise information seen by advertisers fifty-two times a year, which gives the direct benefit of general advertising.
- 7—A rating in the Roll of Honor is practically beyond dispute, and its establishment marks an era as important in scientific advertising as was the establishment of the American Newspaper Directory.
- 8—It is a list of publications that are honest and progressive; not to be represented invites doubt and distrust on the part of advertisers, if it is not an admission of inferiority.
- 9—Its value increases with age, for every week of existence aids its transformation into an institution indispensable to advertisers.
- 10—It has an educational influence with advertisers, leading them to ask questions that no dishonest publisher can answer and that no honest publisher fears.
- 11—It will increase the volume of advertising by directing expenditure to productive mediums, making it profitable.
- 12—The information given is simple, convenient, complete, and in all questions that arise regarding the relative merits of mediums it is the readiest and latest information at the command of advertisers.
- 13—The papers listed in the Roll of Honor offer the smallest margin of uncertainty to the advertiser, therefore it makes for scientific advertising.
- 14—It is a democratic list. Every worthy publication is on an equal footing, and the country weekly can tell its story as often, as directly, as cheaply as the metropolitan daily.
- 15—It offers to publishers the best way of following the two basic principles of advertising in connection with their papers, to wit—When you have a good thing, advertise it; when you advertise it, use the best medium.
- 16—It gives a publication publicity in its own immediate community as well as among general

advertisers throughout the whole country.

17—It enables a publisher or group of publishers to call attention to a locality that has been overlooked by advertisers through lack of information concerning it, or it may be employed in the same manner to promote a distinct class of publications, as trade journals or country weeklies.

18—Advertisers of importance have repeatedly signified that the Roll of Honor has their entire confidence, that they consult it in placing business, and that there is no similar source of information existing.

19—Its rapid growth indicates the regard in which it is held by enterprising publishers.

20—Neither influence nor money will secure a place in the Roll of Honor for a paper not having the necessary qualification.

In its issue for December 30, 1903, PRINTERS' INK will award the three cash prizes to the writers of the best three articles out of the twenty-one weekly choices. The best three articles will be reprinted and half-tone portraits of their authors will embellish their efforts. To all who have so generously and willingly assisted in making this contest a successful one the Little Schoolmaster extends thanks and best wishes. Some of the contestants will, of course, be disappointed, but even an honorable mentioning of one's excellent work in PRINTERS' INK has its value and compensation.

CHARLES J. ZINGG,
Managing Editor.

A BOOKLET from the Lippman Co., National Life Building, Chicago, describes that concern's method of handling the advertising of retail stores. The statements are convincing, but the cover is not happy.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 145,448. Rate 35c.

A Little Chicago

Philosophy

If a solicitor or salesman visits in one day ten people of a certain class, and sells his wares to three, how many sales will the solicitor or salesman make who visits in one day twenty people of the same class?

If an advertiser offers his wares through the advertising columns of a newspaper having a given circulation to a certain class in a given territory, how much increased is the opportunity for making sales of the same wares advertised in the columns of a newspaper having double the circulation of the same class in the same territory?

Advertisers are gradually solving the above problems as applied to THE CHICAGO RECORD-HERALD and its nearest competitor.

The Mail and Express

(ONE CENT)

Maximum Quality
Minimum Price

Combined with constantly increasing circulation make it the

"LEADING EVENING
PAPER."

WITH ENGLISH ADVERTISERS.

By T. Russell.

It would be a great injury to the commerce of any country if the protection of trademarks were weakened. Unless advertisers can be protected in the fruit of their energy and expenditure, advertising, except for a few retailers, will become impossible. No reasonable person can doubt that advertising is a blessing to a community. If only the inestimable usefulness of good newspapers—to the existence of which advertising is an absolute necessity—were involved, the incalculable value of advertising to society would be manifest, and I need not work the point further. It follows that unrestrained substitution would be a social evil of the gravest and most flagrant kind.

One of the most valuable trademarks in this country is at the present moment the subject of a strongly-contested substitution case before the High Court of Chancery. The trial has lasted a week already, and it is not concluded. The parties are Burroughs, Wellcome & Co., plaintiffs, and Thompson & Capper, a Liverpool drug-store firm of old standing, defendants. Burroughs, Wellcome & Co. registered in 1884 the word "Tabloid" as a trademark for compressed drugs. They now sue defendants, claiming that the latter, when receiving orders for Tabloids, have substituted tablets of their own. One important feature of the case is that the substitution is purely passive. There is no allegation that Thompson & Capper labeled their own products "Tabloids." What it is claimed that they did was to substitute goods not made by Burroughs, Wellcome & Co. when Tabloids were called for in medical prescriptions and otherwise. They simply substituted their own goods (it is claimed) and handed them out without remark. But this makes no difference to the legal aspect. In the case of the Carter Medicine Company suing a substitutor of Carter's Little Liver Pills it was ruled by the Court of Chancery that to

hand out a substitute in silence, when a trademark name is asked for, is illegal.

In defending the present action, Thompson & Capper claim first that "Tabloid" is a word in general use, and not intended to imply Burroughs, Wellcome & Co.'s products; and, secondly, that the word Tabloids ought never to have been registered as a trademark, the same being descriptive. If they can succeed in either of these contentions, a business employing 1,200 persons will be virtually destroyed, and a grievous blow will have been struck at the advertising community.

Messrs. Burroughs, Wellcome & Co., represented by the most distinguished trademark experts at the English bar, opened their case by calling, after Mr. Wellcome had given his evidence, a galaxy of distinguished witnesses, who averred, one after the other, that whenever the word "Tabloid" is used, the products of Burroughs, Wellcome & Co. are intended to be specified. Sir Francis Laking, physician to the King's Majesty; Sir Patrick Manson, the well-known mosquito-malaria investigator; Sir William Thompson, Sir T. R. Fraser, Sir James Crichton Browne, Sir R. Douglas Powell, and other medical celebrities; Dr. Donald Macalister, the present, and Prof. Attfield, F.R.S., the late, editor of the "British Pharmacopœia"; Mr. John Morgan Richards, the *doyen* of American importers in London and probably the greatest living authority on English medical advertising; the editors of all the trade papers; Mr. George Barclay and Mr. Lionel Newbery, among numerous other well-known wholesale druggists; and several other important witnesses, testified to the universal acceptance of the word 'Tabloid' among doctors, men of science, and men of commerce engaged in the same class of business, as signifying a *product of Messrs. Burroughs, Wellcome & Co. and of no other manufacturer.*

For the defense, counsel for

Thompson & Capper alleged that the word "Tabloid" is so universally known as to have lost its special signification and to have become—in the teeth of Burroughs, Wellcome & Co.'s registration of it as a trademark—free to all; and, alternatively, they demand the removal of the word from the Register of Trademarks as improperly registered, though the correctness of this registration has not been disputed in numerous earlier trials. The case is now proceeding. It will be my duty to report the decision of it, when reached, in PRINTERS' INK, and I shall then submit some remarks upon the case, as affecting the general and important interests of advertisers as such, all the world over.

RETAINING old customers is just as important as obtaining new ones.

MR. SETH BROWN, formerly of Cleveland, O., an able, forcible publicity writer, has joined the staff of the Mahin Advertising Agency, Chicago.

"PLANNING the Business Campaign" is a new folder from Edmund Bartlett, advertising specialist, 150 Nassau street, New York, dealing with special publicity for manufacturers and wholesalers.

Rowell's American Newspaper Directory is accepted as standard authority on newspaper circulation in this office.

—PABST BREW-
ING CO., Milwau-
kee, Wis.

A CONCESSION.

Advertising orders received before December 30, for specified space or position in PRINTERS' INK, to appear for the entire year 1904, will be charged for only fifty weeks instead of fifty-two, and free insertions will also be given for as many weeks in 1903 as remain when the copy is received. If the advertiser gets sick of his contract and wants to countermand it, he may do so at any time, paying only for the insertions he has actually had.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

They say that there is an old man up the State whose boast had been for half a century or so that he had never ridden on a railroad train and never would. Some time ago he came under

CALIFORNIA

TWO DAILY TRAINS

"Sunset Limited"
"Pacific Coast Limited"
 HOTELS ON WHEELS.

Pullman, Tourist Excursion Sleepers. Atlantic to Pacific Without Change.

New Passenger Steamships Weekly New York and New Orleans.

For further information, Free Illustrated Pamphlet, Maps and Time Tables, Lowest Rates, Railroad, Pullman and Steamer Tickets, and Baggage Checked, apply to:

L. H. NUTTING, Gen'l Eastern Passenger Agent,
 349 Broadway, or 1 Battery Place, New York.

F. S. CYRUS, New Eng. Agt., 170 Wash- ington St., Boston, Mass.	E. E. BIRGER, Asst. Agt., 200 E. Duane St., Baltimore, Md.
A. J. SMITH, Agent, 100 South Third St., Philadelphia, Pa.	F. Y. BRIDGES, N. Y. & A., 99 South French St., Syracuse, N. Y.
G. C. HEINTZ, Gen'l Agt., 150 Clark St., Chicago, Ill.	W. H. CORBON, Gen'l Agt., 12 East Fourth, Cincinnati, Ohio.
F. E. DUCKER, Asst. Gen'l Passenger Agent, New Orleans, La.	S. F. S. MORSE, Asst. Pass. Traffic Mgr., San Francisco, Cal.
S. S. McORMICK, Passenger Traffic Mgr., San Francisco, Cal.	S. F. S. MORSE, Asst. Pass. Traffic Mgr., San Francisco, Cal.

FROM NEW ORLEANS

No.1

CALIFORNIA

FROM NEW YORK

TO CALIFORNIA

TO NEW ORLEANS.

FROM NEW ORLEANS.

No.2

the spell of a chance copy of Mr. Daniels' *Four Track News*, and the whole tenor of his existence was changed. His relatives now applied to the courts to restrain him from spending all the savings of a lifetime in riotous railroading.

This story may be slightly exaggerated, but it has its moral.

It is a fact that transportation advertising, as now managed, influences a tremendous amount of travel—brings "new business" which would otherwise stay at home.

There are two good kinds of transportation publicity—one is aimed at those who travel and seeks to attract them by dwelling upon speed, comforts and conveniences, and economy.

There is no use talking scenery to a man who is going over the route frequently on business.

The other kind appeals to those who have the time and the money and ought to get out and exercise both themselves and their cash.

To appeal to this class the advertising must be tempting and alluring to a degree.

To make people leave their happy homes for you, you must make the accommodations, the ease and comfort, the scenery and the points of interest all prominent and all strong.

This advertisement of the Southern Pacific doesn't appear to be particularly strong from any point of view. The illustration is certainly weak, and fails to show up clearly, even in a half-page magazine space.

Distance does not always lend enchantment to the view, and it is a mistake to make the picture of a steamer half way down the bay. Neither does it add to the attractiveness of a railroad train to look at it from the top of a tree.

The best that can be done with an illustration of this character is to make it attract attention, and No. 2 is better calculated to do that than No. 1.

HENRY WEBB, Temple Court, Manhattan, New York, is placing the advertising of the All Saints Chemical Company, Childs Building, 34th street, near Broadway, in dailies and mail order papers.

THE ART OF WRITING A FINANCIAL PROSPECTUS.

Prospectus writing presents difficulties of no ordinary character. Assuming that you possess the ability to judge between the true and the false, assuming that you are thoroughly convinced of the bona fides of the enterprise, of its large earning capacity, of the character and ability of its officers, then, the facts that have convinced you of these truths will convince others, if you can unfold them in the same sequence by which you yourself were convinced. When a prospectus falls into the hands of an investor, it must command attention at the outset. Your facts, strongly presented, vividly illustrated, must be crowded first. Your climax must be reached swiftly. Your reader is in a doubting, questioning, sceptical frame of mind. The subject certainly does not amuse him, possibly not interest him. Leading premises impressively stated, their truth should be insensibly instilled by novel presentation of facts. Skillful analogy should create a receptive state of mind. The truth of illustrations admitted, the reader should arrive at certain opinions of his own accord. The inferences deducted should be completely in accord with the impressions you desire to convey, leaving the reader fully convinced of the absolute truth of all assertions made and with a mind stimulated to the necessity for instant action. Thus the logical steps to be followed in preparing a prospectus are (1) To secure attention. (2) Arouse interest. (3) Instill conviction. (4) Stimulate to action.—*Business and Finance, New York.*

THE CIRCULATION of

The Batavia News

Has been climbing upwards during the past four months. In August it was 6,357; in September, 6,445; in October, 6,522, and

IN NOVEMBER 6,629 A DAY.

THE NEWS has the largest circulation of any daily paper in the United States printed in a town of Batavia's population, and it never adopted any scheme for increasing circulation. All subscriptions paid in advance, and all papers delivered by carrier or mail. THE NEWS combines the news features of the city daily and the local features of the country weekly and completely covers its field. It offers the foreign advertiser the advantages of both, at rates proportioned to circulation. All advertising contracts negotiated from the home office.

GRISWOLD & McWAIN,

PUBLISHERS

"The News" Bldg., Batavia, New York.

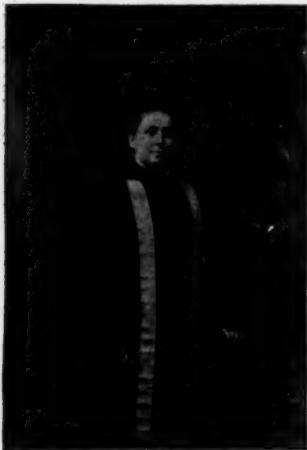
MISS FIELD'S DEBUT.

OCEAN GROVE, N. J., Nov. 24, 1903.

Editor of PRINTERS' INK:

Those of the Little Schoolmaster's readers who visited the late Buffalo Exposition well remember the prodigious advertising display made there in various ways by Heinz, the Pittsburg pickle man. The most fetching feature of all this display, perhaps, was the offer of \$50 for the best four-line couplet covering the merits of any one of the famous "57."

Notice of this offer caught the eye of Miss Caroline E. Field, of Asbury Park,



MISS FIELD.

then an advertising student of the Economist Training School. With considerable trepidation Miss Field submitted her modest effort, knowing full well that in doing so she was competing with hundreds of others whose experience in advertising extended far beyond that acquired by herself. Her couplet ran:

In making up your shopping list
Remember this suggestion:

Heinz's India Relish is the best,
And also aids digestion.

That is all there was to it. With mingled feelings of surprise and gratification Miss Field was shortly thereafter to learn that her verse was deemed the best of the hundreds sent in, and she was made happy with the check for the coveted fifty—the first money ever paid her for writing an advertisement. To the ambitious student, however, the money was really a secondary consideration. That her couplet should be considered the best, an undoubted tribute to her ability, was greater compensation to her than many times the value of the prize would have been.

This was Miss Field's introduction to the advertising world. A little later an opening presented at the department store of the Messrs. Steinbach, of Asbury Park. Miss Field easily secured

the place, heretofore invariably held by a man. For over a year she filled the position acceptably. She was now the adwriter of the largest department store in Monmouth County, New Jersey. Her excellent work won the commendation of her employers. There was a style and dash about her compositions that at once arrested and held attention, and, what was more to the point, undoubtedly influenced trade for the store.

Miss Field relinquished her position with the Messrs. Steinbach some time ago, when new blood was infused into the store management, and the advertising came under the charge of a son of one of the firm.

When the Little Schoolmaster was mentioned to Miss Field by your representative her face lighted up.

"Oh, yes; I am on intimate terms with PRINTERS' INK. I consider it very helpful to anyone in the advertising business, to anyone who wants to know more about advertising. Every number contains hints and suggestions that must prove of value to those who study its interesting pages."

Miss Field holds a diploma in the woman's class of the University of the City of New York. She also graduated in the Helm's School of Advertising. Although at present disengaged, she has no thought of relinquishing the work of an adwriter, believing that there is a wide field open to the members of her sex. Yours truly,

JOHN E. QUINN,
Editor Times-Rec'd.

HUMOROUS ADS BRING RESULTS FROM HUMORISTS.

There is a lot of rank nonsense talked about "business is business"—"no sentiment in business"—and similar stuff—but it's *wrong*, all *wrong*.

There is sentiment in business; there is humor in business and—for one long-faced, sad-eyed "hard pan" business man who has made an oath he will not smile from 9 till 6, you will have no difficulty in thinking of a dozen who would rather crack a joke than not, so long as it doesn't actually interfere with business.

The man who sees and recognizes the point of a bright, clever ad is often moved by the subtle influence of the telepathy of brains to think of some bright little flash of repartee; some clever point that had escaped even the writer of the ad.

His own idea tickles him, he feels like dropping a line to those people, to let them know that he's got a bee or two left in his bonnet and—forthwith dictates his inquiry ringing in his little joke.—*Direct Advertising, Detroit, Mich.*



PATENTED 1901

ADV. NOVELTIES MADE FROM NAILS

They're attractive, substantial and cheap.
Sample 10c.; booklet for the asking.
WICK HATHAWAY'S CORN., Box 10, Madison, O.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (Ⓢ), the so-called gold marks, denoting superior excellence in quality of circulation. Ⓢ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to data showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1902, 1,159. Weekly, 2,696, guaranteed (33). First six months, 1903, daily 1,455 guaranteed. Largest daily and weekly circulation in Anniston district. Weekly edition: *The Republic*.

Birmingham, Birmingham News. Daily average for 1902, 18,433 (34); first seven months 1903, 17,898; July, 1903, 20,153; guaranteed.

Birmingham, Ledger. dy. Average for 1902, 15,980 (34). Av. for Aug., 1903, 17,586, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,899 (30), weekly 19,841, Sunday 14,625 (40).

ARIZONA.

Bisbee, Review. daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1902, 5,839 (47). Logan & Cole Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times. daily. In 1902 no issue less than 1,000 (33). Actual average for August, September, October, 1903, 8,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1902, 10,000.

CALIFORNIA.

Fresno, Morning Republican. daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune. daily. Average for 1902, 9,953 (76). Tribune Publishing Company.

San Diego, San Diegoan Sun. Daily average for 1902, 2,723 (80). W. H. Porterfield, pub.

San Francisco, Arionaut. weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Francisco, Call. d'y and S'y. J. D. Spreckels. Aver. for 1902, d'y 60,295, S'y 71,584 (80). September, 1903, daily 61,058, Sunday 82,698.

San Jose, Evening Herald. daily. The Herald Co. Average for year end. Aug. 1902, 5,597 (36).

San Jose, Morning Mercury. daily. Mercury Publishing Co. Average for 1902, 6,346 (86).

COLORADO.

Denver, Post. daily. Post Printing and Publishing Co. Average for 1902, 22,171 (97). Average for November, 1903, 48,626. Gain, 2,986.

CONNECTICUT.

Hartford, Times. daily. Average for 1902, 16,172 (111). Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Republic'n Pub. Co. dy. av. for 1902, 7,887 (118).

New Haven, Palladium. daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1902, d'y 15,881, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

New London, Day. avg. Av. 1902, 5,198 (115). First six months 1903, 5,632. Aug. 1903 5,750.

Norwich, Bulletin. daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). Average first six months 1903, 4,996.

DELAWARE.

Wilmington, Morning News. daily. News Publishing Co., pubrs. Average for 1902, 9,485 (121).

DISTRICT OF COLUMBIA.

Washington Ev. Star. daily. Ev. Star Newspaper Co. Average for 1902, 25,748 (30) (122).

National Tribune. weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis. daily. Aver. 1902, 7,018 (124). Average 1st 6 months, 1903, 8,229.

Pensacola, Journal. daily, every morning except Monday. Average for 1902, 2,441 (121).

Tampa, Morning Tribune. daily. Tampa Tribune Pub. Co. Average for 1902, 5,609 (122).

GEORGIA.

Atlanta, Journal. dy. Av. 1902, \$7,828. Semi-wy, 24,165 (125). Present average, 29,884.

Atlanta, Southern Cultivator. agriculture, semi-mo. Actual average for 1902, 20,125 (3).

Lafayette, Walker Co. Messenger. weekly. N. C. Napier, Jr., pub. Av. for 1902, 1,590 (144).

IDAHO.

Boise, Capital News. dy. and wy. Capital News Ptg. Co., pub. Av. 1902, dy, 2,512, wy, 2,405 (151). Av. 1st 6 mos. 1903, dy, 2,500, wy, 2,379.

ILLINOIS.

Chicago, Citizen. weekly. Year ending Dec., 1902, no issue less than 1,000 (161); Oct., 1903, 1,160. Daily, average 1902, 798 (3).

Champaign, News. In 1902 no issue less than 1,100 daily and 2,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense. monthly. The Ad Sense Co., pub. Actual average for 1902, 6,023 (176).

Chicago, American Bee Journal. weekly. Actual average for 1902, 7,425 (167).

Chicago, Bakers' Helper. monthly. H. R. Chisold. Average for 1902, 4,659 (30) (177).

A Roll of Honor—Continued.

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,952 (367). Average first six weeks, 1903, 66,740.

Chicago, Dental Digest, mo. D. H. Crouse. Actual average for 1902, 6,558 (179). Average for first nine months 1903, 7,900.

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1902, 4,416 (200) (175).

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1902, 5,409. Last 3 mos. 1903, 24,000.

Chicago, Irrigation Age, monthly, D. H. Anderson. Average for 1902, 14,166 (181). Average ten months 1903, 22,100.

Masonic Voice-Review, mo. Average for 1902, 26,041 (183). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year ending July, 1902, 2,966 (182).

Chicago, National Harness Review, mo. Av. for 1902, 5,291 (183). First 6 mos. 1903, 6,250.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1902, daily 155,424, Sunday 171,816 (186).

Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1902, 7A (200) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,375 (193). Average first six months 1903, 14,825.

Evansville, Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Kewanee, Star-Courier. Average for 1902, daily 2,410, weekly 1,522 (308). Average guaranteed circulation daily for August, 1902, 2,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 22,742 (219).

Rockford, Register Gazette. Dy. av. for 1902 5,554, s.-wy. 7,052 (225). Shannon, 150 Nassau.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act av. '02, 11,218 (244). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N.Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (347). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,122 (250).

Lafayette, Morning Journal, daily. Actual average 1902, 3,002 (254); November, 1903, 4,421.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 2,757 (357). For month ending October 31, 1903, 5,461.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1902, d'y 21,468, S'y 16,825 (360).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (365).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (364).

Richmond, Evening Item. Sworn dy. av. for 1902, 2,124. Same for August, 1903, 3,227.

South Bend, Tribune. Sworn daily average 1902, 4,861 (367). Sworn av. for Nov., 6,208.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (382).

Burlington, Gazette, daily. Thos. Stivers, pub. Average first nine months 1902, 5,756.

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,213 (225). June 30, 1903, 7,018.

Clinton, Advertiser, daily. Fay Bros., publishers. Average for 1902, 10,225 (220). Accorded largest daily circulation in Eastern Iowa.

Davenport, Times. Dy. av. 1902 6,822, s.-wy. 1,527 (225). Dy. av. October, 1903, 8,546. Circ. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (226). Average for October, 1903, 21,583.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (234).

Des Moines, News, daily. Aver. 1902, 27,118 (235). First 3 mos. 1903, over, sworn, 41,571 net.

Des Moines, Spirit of the West, w'y. Horses and live stock. Average for 1902, 6,095 (234).

Des Moines, Wallace's Farmer, w'y. Est. 1879. Actual average January, 1903, 20,605 (234).

Dubuque, Catholic Tribune, weekly. Catholic Printing Co., pub. Actual average 1902, 4,561.

Muscatine, Journal, dy. av. 1902 2,712, s.-wy. 2,711 (315). Dy. av. 1st 6 months 1903 4,158.

Ottumwa, Courier. Dy. av. '02 4,491, s.-wy. 6,984 (319). 1st 6 mos. 1903, dy. 4,577, s.-wy. 7,291.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 2,681 (323).

Sioux City, Journal. Dy. av. for first 3 mos. of 1903 (sworn) 19,512, dy. av. for Aug. 19,698. Records always open. The undisputed leader in its big, virgin field. 1902 average 16,962 (324).

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 2,000 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (345).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,116 (362).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N.Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington, Leader. Av. for 1902, d'y 2,758, w'y 2,506, S'y 4,008 (373). E. Katz, S. A., N.Y.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895 (374).

Paducah, Sun, daily. Sun Publishing Co. Daily average for November, 1902, 2,229.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average November, 1902, 16,547. Official newspaper city New Orleans. The only New Orleans paper that permits an examination of records and circulation books by Association of American Advertisers.

New Orleans, Louisiana Planter and Sugar Mfr., w'y. In 1902 no issue less than 2,000 (387).

The Southern Buck, official organ of Elksdom in Louisiana and Mississippi. Av. '02, 2,866 (388).

A Roll of Honor—Continued.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,185 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (©), weekly 15,255 (©) (393).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,532 (402). For November, 1902, 46,915.

MASSACHUSETTS.

Boston, Evening Transcript (©) (412) Boston's leading paper. Largest amount of week-day adv.

Boston, Globe, average for 1902: Daily, 196,578; Sunday, 279,296 (412-413). First 6 mos. 1902, dy. 195,599, Sy. 297,629. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,590 (420).

Boston, Pilot, every Saturday. Roman Catholic, Jas. Jeffrey Roche, editor. (©)

Boston, Post, dy. Average for 1902, 174,173 (413). Av. for Oct., 1902, dy. 185,804, Sy. 172,006. Largest p. m. or a. m. sale in New England.

Boston, Traveler. John H. Fahey. Established 1824. Actual daily average 1902, 73,552 (413). For first six months 1902, 76,409.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1902, 20,541 (426).

Glosscester, Daily Times. Average for 1902, 6,247 (427). First seven months 1902, 6,629.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (428).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 105,666 (436). For year end, Dec., 1902, 105,098. All advertisements guaranteed.

Springfield, Republican (435). Aver. 1902, dy. 15,406 (©), Sunday 13,955 (©), w'y. 4,177.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

Worcester, L'Opinion Publique, French, dy. Act. av. Sept., 1902, 5,246 (4); Oct., 5,070 (4).

MICHIGAN.

Adrian, Telegram, dy. O. W. Grandon. Av. for 1902, 1,270 (440). Av. first 6 mths. in 1902, 5,650.

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Evening Press, dy. Average for 1902, 22,216 (456). First 6 mos., 1902, 26,184.

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 26,156 (456). Only morning and only Sunday paper in its field.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, 2,887 (461). Average for first six months 1902, 4,328.

Jackson, Press and Patriot. Daily average 1902, 5,082 (461); for November, 1902, 6,941.

Kalamazoo, Telegraph. 32 dy. 7,402, s-wkly. 7,579 (462). To Oct. 1, '02, d. 8,424, s-w. 8,414.

Lansing, Evening News, daily. Average for 1902, 9,842 (473). November, 1902, daily 12,908.

Sarasota, Advertiser, weekly. H. T. Johnson. No issue in 1902 less than 2,000 (474).

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1902, 62,208 (495). Actual average July-October, 1902, 74,282.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (496).

Minneapolis, N. W. Agriculturist, s-mo. Feb., '03, 72,163 (498). 75,000 guar'd. sec. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (©) (497).

Minneapolis, Svenska Amerikaniska Posten. S. J. Turnblad, pub. 1902, 47,075 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,872 (496); Sunday, 56,256. Six months to Nov. 1, 1902: Daily 75,061, Sunday 60,598. Est. 1907. Daily average for October, 77,212. Sunday average for November, 62,151. Daily average for November, 77,494.

The only Minneapolis daily listed in *Rosell's American Newspaper Directory* that publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or elsewhere. The *Tribune* is one of the nine American newspapers the circulation of which is absolutely guaranteed by *Rosell's American Newspaper Directory*. Advertisements go in both morning and evening editions for one price.

St. Paul, Dispatch, dy. Aver. 1902, 49,052 (506). Present aver. 55,181. **ST. PAUL'S LEADING NEWSPAPER.**

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1902, 22,225 (505). First 6 mos. 1902, 21,529.

St. Paul, News, dy. Aver. 1902, 20,619 (506). First 6 mos. 1902, average 24,081 net.

St. Paul, Pioneer-Press. Daily average for 1902 24,151, Sunday 20,996 (506).

St. Paul, The Farmer, agri., s-mo. Est. 1882. Sub. 50c. Prof. T. Shaw, ed. Act. av. year end, Feb., '03, 67,875 (507). Act. present av. 50,006.

St. Paul, The Jolly Elk, mo. Av. 1902, 2,291 (507). Last six months 1902, sworn to, 2,889.

Winona, Republican and Herald, daily. Average 1902, 5,202 (512). Av. past 6 months, 4,109.

Westlicher Herold. Av. 1902, 22,638; Sonntags Winons, 22,808; Volksbl. des Westens, 22,826.

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,650 (522). In 1903, 1,906 copies.

MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,376, weekly 161,109 (541).



A Roll of Honor—Continued.

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Aver. 1902, 62,978 (549). First 2 mos. 1903, aver., sworn, 61,452.

Mexico, American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,885 (549). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'tly. Aver. for 1902, 22,287 (567). Rate 15c. per line. Circulation 30,000 copies guaranteed.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 22,055 (563).

National Farmer and Stock Grower, mo. Av. 9 mos. end. Oct., '03, 105,500. 1902, 68,588 (563).

St. Louis, The Woman's Magazine, monthly. Women and Home. Lewis Pub. Co. Proven average for 1902, 904,822. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1902 11,304 (572). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly (590). Av. for year end. April 30, 1903, 144,554.

Lincoln, Freie Presse, weekly (590). Average for year ending April 30, 1903, 144,554.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 5,100.

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,660 (591).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebbe Pub. Co. Average for 1902, 28,478 (594).

Omaha, News, daily. Aver. for 1902, 22,777 (594). First 5 mos. 1903, sworn aver. 40,055.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. In 1902, no issue less than 8,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stuart, N. Y. Rep., 180 Nassau St.

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kinmonth, pub. Act. av. year end. July 31, '03, 5,702. In '02, 5,556.

Camden, Daily Courier. Est. 1878. Net average circulation for year end. Oct., '03, 6,885 (*).

Elizabeth, Evening Times. Sworn aver. 1902, 2,895 (616). 6 mos. 1903, 4,228.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,055 (616).

Hoboken, Observer, daily. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal, dy. Average for 1902, 17,522 (619). 1st 6 mos. 1903, 18,407.

Jersey City, Sunshine, mo. J. W. Floridy. Aver. for year ending Jan., 1903, 24,500 (620).

Newark, Evening News. Evening News Pub. Co. Av. for 1902, dy. 50,408, 87,15,915 (621).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (622).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1902, 2,557 (626).

NEW YORK.

Albany, Journal, evening. Journal Co. Average three months to October 1, 1902, 17,521.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, 25,204 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,591 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,912, evening 30,401 (641).

Buffalo, Evening News. Dy. av. 1902, 74,254 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Corning, Evening Leader, daily. Average for 1902, 4,064 (647). September, 1903, 5,955.

Cortland, Democrat, weekly. F. C. Parsons. Actual average for 1902, 2,222 (647).

Elmira, Ev'g Star. Av. for 1902, 2,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 180 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 2,116 (653). Av. for Sept., 1903, 4,500. Leith & Stuart, N. Y. Rep., 180 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, m'y. R. M. Van Arsdale, pub. Av. 1902, 2,816 (661). Av. 10 mos. '03, 2,745.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 18,561 (666) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 2,750 (686).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 2,088 (686). Average for first six months end. July 31, 1903, 4,416.

Bensinger's Magazine, family monthly. Bensinger Bros. Average for 1902, 22,479 (686).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,822 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 204,322 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,544 (688) (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (688). Act. av. circ'n for 6 months ending June, 1903, 876,927.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1902, 4,866 (*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (689) (674).

Elite Styles, monthly. Purely fashion. Actual average for 1902, 62,125 (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (689) (674).

Forward, daily. Forward Association. Average for 1902, 21,709 (687).

A Roll of Honor—Continued.

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1902, 264,681 (690). December, 1902, edition, 252,650 copies.

Hardware, semi-monthly. Average for 1902, 8,802 (683); first half 1902, 9,862.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,228 (668).

Music Trade Review, music trade and art weekly. Av. for 1902, 5,452 (677).

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,229 (115). Average ending December, 1902, 104,977, sub-rm. The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (66) (679).

Pocket List of Railroad Officials, qly. Railr'ds & Transp. Av. '02, 17,696 (708); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 2,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Howell. Est. 1888. Average for 1902, 18,987 (679).

Railroad Gazette, railroad and engineering weekly. 53 Fulton street. Est. 1866. (66) (660).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1903, 3,488 (687).

The Iron Age, weekly, established 1855 (66) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (66) (669).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1902, 61,800 (3).

Wilshire's Magazine. Gaylord Wilshire, ed. 125 E. 23d St. Act. av. ending Sept. 1902, 46,000 (1088). Actual av. first eight mos. 1902, 100,625.

Rocheester, Case and Comment, mo. Law. Av. for 1902, 86,000 (715); 4 years' average, 80,136.

Schenectady, Gazette, daily. A. N. Liecny. Average for 1902, 9,097 (716). Average for the month of August, 1902, 18,011.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. for 1902, dy. 22,118, Sunday 29,009.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (722).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cham, publisher. Average for 1902, 2,468 (724).

Wellsville, Reporter. Reporter Ptg. House, pub. Av. for 1902, dy. 1,044, s-wy. 2,744 (726).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,122 (726).

NORTH CAROLINA

Raleigh, Biblical Recorder, weekly. Average 1902, 7,655. Six months 1902, 8,691.

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Normannden Pub. Co. Average for 1902, 4,869 (744).

Herald, dy. Av. for '02, 4,759 (744). Actual aver. for Sept. '02, 5,629. North Dakota's BIGGEST DAILY. La Cote & Maxwell, N. Y. Rep.

OHIO.

Akron, Beacon Journal. Daily average 1902, 7,869 (750). Year ending Sept. 30, 1902, 8,065.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (752).

Cincinnati, Enquirer. Established 1842. Daily (66) (66), Sunday (66) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,058 (764). First eleven months 1902, actual aver. 42,591. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, w'y. Highlands & Highlands. Av. for 1902, 2,524 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 148,018 (761). Act. aver. for first six months 1902, 147,601.

Cleveland, Current Anecdotes (Punchers' Mag.), mo. Av. year end. Sept., 1902, 11,875 (768).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton, News, dy. News Pub. Co. Average for 1902, 16,520 (775). Eleven mos., 1902, 16,412.

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,650 for 2 years (782).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, \$11,280 (800). Actual average for first six months, 1902, \$40,875.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, \$62,666 (800). Actual average for first six months, 1902, \$25,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 10,917 (802).

Toronto, Tribune, weekly. Frank Stokes, publisher. In 1902, no issue less than 1,250 (803).

OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual aver. 1902, 23,178 (813). Year end June 30, '02, 24,198.

Guthrie, Oklahoma State Capital, dy. and w'y. Average for 1902, dy. 18,806, w'y. 21,222 (813). Year ending July 1, '03, dy. 19,868; w'y. 22,119.

OREGON.

Astoria, Lannet, C. C. C. Rosenberg. Finnish, weekly. Average 1902, 1,225 (820).

Portland, Evening Telegram, dy. (ex. Sun). Av. for '02, 17,828. In '02, 18,866 (824).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 8,808; first 8 mos. 1902, 4,012.

PENNSYLVANIA.

Allegheny, American Tourist, mo. Av. year end. Aug., '02, 6,120 (878). This paper was formerly published in Pittsburgh, and is now continued under the name of The American Home Companion.

A Roll of Honor—Continued.

Connellsville, Courier, weekly. Actual av. for 1902, 8,165 (838). The "Courier" has a daily issue since Nov. 1903; statement upon application.

Erie, Times, daily. Average for 1902, 10,645 (845). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb. '03, less 1,500 (847). Sworn on year end. July, '03, 9,429. Average Sept., '03, 10,681.

Philadelphia, American Medicine, wy. Av. for 1902, 19,527 (865). Av. March, 1903, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,745 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 644,676. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Grocery World, wy. Grocery Pub. Co. Av. for 1902, 9,405 (887). Average first six months 1903, 9,750.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Oct., 1903, 107,474 (*).

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©) (886).

Philadelphia, Reformed Church Messenger, wy. 1506 Arch st. Average for 1902, 8,574 (896).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,215 (899). Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of THE BULLETIN for each day in the month of November, 1903:

1.....	Sunday	152,443
2.....	151,445	
3.....	152,434	
4.....	156,005	
5.....	152,170	
6.....	155,367	
7.....	155,917	
8.....	Sunday	154,911
9.....	156,035	
10.....	155,270	
11.....	154,165	
12.....	154,921	
13.....	Sunday	152,477
14.....	152,723	
15.....	150,025	
16.....	154,116	
17.....	152,046	
18.....	151,265	
19.....	153,218	
20.....	Sunday	154,606
21.....	153,091	
22.....	152,943	
23.....	155,764	
24.....	149,229	
25.....	152,750	
26.....	Sunday	152,477
27.....	152,477	
28.....	152,477	
29.....	152,477	
30.....	152,477	

Total for 30 days, 3,894,712 copies.
NET AVERAGE FOR NOVEMBER.

152,988 copies per day

WM. L. McLEAN, Publisher.
Philadelphia, December 3, 1903.
THE BULLETIN goes daily into more Philadelphia homes than any other medium.
THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Pittsburg, Chronicle-Telegraph, Aver., 1902, 67,849 (878). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,329 (876). Sworn statement on application.

Pittsburg, Labor World, wy. Av. '02, 16,025 (877). Reaches best paid class of workmen in U. S.

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876). Average first six months 1903, 64,871.

Scranton, Times, every evening. Edw. J. Lynett. Average for 1902, 19,917 (885).

Warren, Forenings Vannen, Swedish, mo. Av. 1902, 1,541 (889). Circulates Pa., N. Y. and O.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1902, 5,857 (890).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 18,956 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (893). Average for November, 1903, 8,878.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (©) (898). Sunday 18,251 (©). Evening Bulletin 27,581, average 1902, Providence Journal Co., pub.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Aver. 1902, no issue less than 1,700 (899).

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first six months of 1903, 6,601 copies.

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 5,419 (918). Sworn average for August, 1903, 9,487.

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1902, 11,204 (925). Rate, 5 cents per line. Average for September, 1903, 15,156.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,550 (925). First 6 mos. 1903, 1,426.

Knoxville, Sentinel, daily. Average 1902, 7,701 (925). Average October, 1903, 10,716.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average, 1902, daily 27,506, Sunday \$4,910, weekly 74,818 (927). First 9 mos. 1903, dy. 28,445, Sy. 27,215, wy. 76,925.

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,078 (929). Av. for Oct., 1903, 20,025. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, wy. Bigham & Smith. Average for 1902, 14,241 (929).

Nashville, Progressive Teacher and Southwestern School Journal, mo. Av. for 1902, 8,400 (930).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capra, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, wy. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 8,245 (946). J. P. Smart, Direct Representative, 150 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are ruled. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 23, 1903.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1902, 1,229 (964).

Paris, Advocate, dy. W. N. Furey, pub. 1903 no issue less than 1,150 (959); May, 1903, 1,257.

A Roll of Honor—Continued.

UTAH.

Ogden, Standard, Wm. Glaseman, pub. Av. for 1902, daily 4,022, semi-weekly 2,081 (970).

VERMONT.

Barre, Times, daily, F. E. Langley, Aver. 1902, 2,854 (974). First six months 1902 2,588.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,098 (985). Aug., 1902, 8,494.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,326 (990).

Tacoma, Daily News, dy. Av. '02, 18,659 (1000). Av. 2 mos. 1902, 14,014. Saturday issue, 17,222.

Tacoma, Ledger, Dy. av. 1902, 10,986; Sy., 14,195; wy., 7,414 (1001). Av. 7 mos. 1902 average: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Kingwood, Preston Co. Journal, wy. W. S. Whetsell. Av. for 1902 1,507, 1st 2 mos. '02 1,715.

Parkersburg, Sentinel, daily. R. G. Hornor; pub. Average for 1902, 2,304 (1000).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,205 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1006).

Milwaukee, Badger, monthly. Badger Pub. Co. Av. for year ending March, 25,832 (1020); since October, 30,000. Rate, see a line.

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,745 (1020).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). Oct., 24,204.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1006). First 4 mos 1902, 8,270.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1902, 2,706.

Racine, Wisconsin Agriculturist, weekly. Average for 1902, 27,515 (1029). For year ended October 31, 1902, 21,929.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,558 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,927 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 5,574 (1051).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German weekly. Average for 1902, 8,161. 1st 2 mos., 1902, 9,100.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,241, weekly 10,674 (1004). Daily, November, 1902, 20,846.

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Average for 1902, 8,571 (1060); Aug.-Sept., 1902, 10,546.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1067).

Toronto, Star, daily. Average for 1902, 14,161 (1084). Six mos. to October 1, 1902, 21,226.

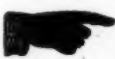
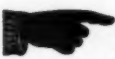


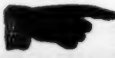
QUEBEC, CAN.

Montreal, Herald, daily. Est. 1868. Av. for 1902, 18,857 (1085). Six months, 1902, 22,492.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1902, 78,075 (1092).

Montreal, Les Debats, wy. Ed. Charlier, pub. Av. 1902, 6,577. This paper is now published under the name of Le Combat Journal Independent.

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1092). Six mos. end. May 31, '03, dy. ac. 65,147, wy. 122,157.

 No Amount of Money
 can buy a place in this
 list for a paper
 not having the
 requisite qualification.

TO ADVERTISERS:

The issues of AMERICAN AGRICULTURIST, HOMESTEAD for the year of 1903 have been as fol

		American Agriculturist	Orange Judd Farmer.	New England Homestead.	Combined Circulation.
JANUARY	3.....	100,400	70,100	40,150	210,650
	10.....	100,000	70,100	42,800	212,900
	17.....	100,100	72,700	40,100	212,900
	24.....	100,300	70,000	40,150	210,450
	31.....	100,900	70,150	40,000	211,050
FEBRUARY	7.....	100,300	70,250	42,850	213,400
	14.....	100,000	70,700	40,200	210,900
	21.....	102,300	70,150	40,050	212,500
	28.....	100,150	70,050	40,100	210,300
MARCH	7.....	100,100	70,100	42,850	213,050
	14.....	100,000	71,400	40,000	211,400
	21.....	100,100	70,500	40,150	210,750
	28.....	102,400	72,500	40,100	215,000
APRIL	4.....	100,000	72,600	42,950	215,550
	11.....	100,050	75,550	40,000	215,600
	18.....	100,400	72,400	40,050	212,850
	25.....	100,100	72,350	40,150	212,600
MAY	2.....	100,000	72,300	42,950	215,250
	9.....	100,050	75,350	40,100	215,500
	16.....	100,100	72,100	40,200	212,400
	23.....	100,300	72,200	40,000	212,500
	30.....	102,200	72,100	40,150	214,450
JUNE	6.....	100,150	71,500	40,100	211,750
	13.....	102,900	71,600	40,050	214,550
	20.....	100,000	71,300	40,200	211,500
	27.....	100,050	71,200	40,150	211,400
JULY	4.....	100,200	71,000	40,000	211,200

Personally appeared before me this 17th day of December, 1903,
 Thomas A. Barrett, Secretary of ORANGE
 JUDD COMPANY, who does solemnly swear
 to the above as a true statement.



NOTARY PUBLIC, K.

(Certificate filed in

NEW YORK, N. Y., December 17th, 1903.

TURIST, ORANGE JUDD FARMER and NEW ENGLAND
 en as follows:—

		American Agriculturist	Orange Judd Farmer.	New England Homestead.	Combined Circulation.
JULY	11.....	100,150	71,150	42,950	214,250
	18.....	100,100	70,900	40,050	211,050
	25.....	100,000	70,800	40,100	210,900
AUGUST	1.....	100,050	70,850	40,200	211,100
	8.....	100,200	73,150	41,500	214,850
	15.....	100,100	70,700	40,000	210,800
	22.....	100,100	70,800	40,000	210,900
	29.....	100,250	70,750	40,200	211,200
SEPTEMBER	5.....	101,000	70,600	40,050	211,650
	12.....	104,600	70,500	40,100	215,200
	19.....	100,000	73,500	42,950	216,450
	26.....	100,100	73,450	40,000	213,550
OCTOBER	3.....	103,400	70,550	40,150	214,100
	10.....	100,150	70,300	42,950	213,400
	17.....	100,000	73,450	40,100	213,550
	24.....	103,800	70,400	40,050	213,750
	31.....	100,050	70,700	43,000	213,750
NOVEMBER	7.....	100,000	73,500	40,150	213,650
	14.....	103,400	70,450	40,000	213,850
	21.....	100,150	70,900	43,050	214,100
	28.....	100,000	75,600	40,100	215,700
DECEMBER	5.....	100,200	71,600	40,200	212,000
	12.....	103,850	71,000	40,250	214,600
	19.....	100,100	71,050	40,150	211,300
	26.....	100,150	71,250	43,000	214,400
Total for 52 weeks.		5,234,450	3,720,150	2,117,800	11,072,400
Average per week..		100,663	71,541	40,727	212,931

er, 1903,

ORANGE JUDD COMPANY,

Thomas A. Barrett
 Secretary.

UBLIC, KINGS CO.

(Copies filed in N. Y. County.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$30 a page.

Displayed advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full page) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 23, 1903.

ADVERTISING HELP.

V.

Get the thought fixed in your mind that if you are going at your advertising in an intelligent, thoughtful manner, your advertising will be an investment, not an expense. You put in a certain new line of goods. You say, "It will cost \$5,000 for the line. I can turn the stock over three times a year at a net profit of 20 per cent, or 60 per cent on the investment—\$3,000 profit per year." You figure out in advance how much you can make on your investment. Do the same figuring with your advertisers. Treat it as an investment. If you are now doing a total annual business of \$25,000 with poor and indifferent advertising, you can invest a given percentage of the amount in advertising, and it will earn more dividend than any other part of your investment, if you do the work right.

It will do more than earn dividends. It will strengthen your position in the business world. Add to the "good will" of your institution. Make it harder for your

competitors to take your trade away from you.

There is no general rule by which to determine what the percentage should be. On staple merchandise the percentage must be smaller than on articles which pay a larger profit. From one to five per cent of the total sales is a general average. As your business becomes more firmly established you can reduce the percentage each year. You will increase the advertising expense in total, but on account of the increased amount or volume the percentage of the whole will be less. By investing in this manner you are buying new business and you can well afford to pay the price.

Remember that but a few merchants handle their advertising right. Because others fail is no reason that you cannot succeed. Business is simply a survival of the fittest and fittest means best service, and telling others what you have to sell. The man who can do these things better than you will beat you every time. Almost every town has one or more shining examples of this kind. It is the business of PRINTERS' INK to teach how to accomplish this result. You have been reading these articles for this reason only.

Be a "winner"—a "top notcher." You will benefit yourself, your town and your business neighbors. This will help the man with business in his blood. The right man can and will receive a benefit from these plans.

The longer one observes and studies business and advertising, the more one is impressed with the idea that a strong personality back of the store and its advertising is absolutely essential to success—strong in cheerfulness, good, honest principles, ability to understand the needs of customers, and strong in a willingness to serve others.

Advertising is salesmanship multiplied. Good advertising and bad salesmen won't mix. Get rid of every clerk with a long face. Fire out all people who feel sore. A store full of good, cheerful public servants, backed by good, honest

principles, and all reflected in sensible advertising, is invincible. It will always be busy.

A HANDSOME, useful daily memo desk calendar, the leaves of which are alternated with specimens of fine printing and favorable opinions of work, is being sent out by the Barta Press, Boston.

W. S. SHIRLEY, who for many years was advertising manager for Swift & Co., Chicago, started for New York some months ago. His ticket entitled him to a stop-off privilege at Buffalo, and during his stay there he became advertising manager for Presto. That his ultimate destination was New York, however, is shown by the fact that he did arrive in two months' time, and connected himself with the advertising department of *Everybody's Magazine*.

EVERY month in the reading columns of the *Household-Ledger*, New York, appears at least one article on advertising. They are intended to make the readers of this journal better judges of advertising and better buyers of advertised articles. In a recent issue was announced a competition in which readers were invited to tell how they would advertise an article for home consumption in the magazines, cash prizes being offered for the best paper telling what mediums should be used and what arguments advanced in the advertising.

MR. M. LEE STARKE, Tribune Building, New York City, wishes to receive the name and address of every general or local association devoted to newspaper, magazine, bill posting or allied advertising interests. Mr. Starke, in co-operation with Mr. E. F. Olmsted, of Niagara Falls, asks for this information to further Mr. Olmsted's project of forming a national advertising club. Those who reply to Mr. Starke's request might also suggest a name for such an organization. PRINTERS' INK suggests for one The National Federation of American Advertisers.

ONE of the reasons for Tammany's triumph last fall was the persistent vilification indulged in by the Fusion forces, it is said. Charges of corruption flew so thick and fast during the campaign that sympathy and disbelief were aroused instead of the opposition that was counted on to re-elect the reform administration. This carries an advertising moral. Try to paint the "other fellow" black in your advertising instead of presenting your own claims for patronage, and the chances are pretty good that the public will take his side.

THE Christmas *Saturday Evening Post*, out December 3, had fifty-six pages and cover. The advertising footed up 121 columns. Figuring one of the *Post's* columns as an ordinary magazine page, few of the magazines had a better showing, for not a line of the usual publishers' announcements is carried in the *Post*. From the reader's standpoint it was a large and desirable five cents' worth. The *Post* appears on the New York newsstands Thursday noon. By Saturday noon it is extremely scarce, and the man who finds a copy Monday morning without a long hunt may consider himself fortunate.

THE Retail Coal Dealers' Association of Philadelphia, at a recent meeting decided that the *Evening Bulletin* more thoroughly covered Philadelphia than any other newspaper, and accordingly passed a resolution that all their members should advertise the price of egg, stove and nut coal to be \$6.75, and pea coal \$4.50 per ton. No inducement in rate or concession was made by the *Bulletin* to secure this action, it being a voluntary endorsement of the value of the paper as an advertising medium, brought about by a recognition of the fact that "IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN." The announcements of the Philadelphia various coal dealers, as shown in the *Bulletin's* issue of December 14, are in one grouping. The *Bulletin* ought to have featured an event of that sort.

MANY a man fails in business as a result of neglecting the little things.

THE Manitoba *Weekly Free Press* (Winnipeg) of November 25 contained the annual Christmas advertising of the Hudson Bay Company. It was for years the custom of this company to issue a catalogue prior to the holidays, but three years ago the experiment was tried of publishing the catalogue in the *Free Press*, as it was thought the circulation obtained would render it more profitable. The experiment being successful, the Christmas catalogue was abandoned. The announcement also appears in the daily edition of the *Free Press* about the middle of December. The advertising is confined to this paper.

THE Christmas edition of *Profitable Advertising*, Boston, is a special Western number in which Miss Griswold deals with men and conditions in the all-outdoors that lies beyond the Ohio River. The issue is a book of 172 pages, containing the portraits and opinions of leading advertisers, agents, printers, engravers, publishers and copywriters. The man familiar with Western advertising matters will find the portraits of many people that he knows either personally or by reputation. It is a good number of the magazine to keep for general reference, forming, as it does, an encyclopedia of the advertising West.

It is said that the word "bargain" has become so closely associated with the word "piano" that in order to sell the latter it is necessary to mark up its price and then mark it down again, or permit the customer to come to the store and beat it down, which is more impressive. Kranich & Bach, the makers of the instrument bearing their name, have spent considerable money in newspaper advertising the past few months to overcome the bargain idea in connection with their own instrument, so that when purchasers come to the showrooms at 233 East Twenty-third street, New York, they will not expect reductions.

Two advertising novelties manufactured by J. C. Kenyon, Owego, N. Y., have been advertised in *PRINTERS' INK* with success. One is a nail file, finely cut from cold rolled steel, beveled at each end. It cleans, scrapes, and files the finger nails, and is used at a letter opener and small screw driver. It is enclosed in a metal bound leather case. The advertisement is plainly printed on the leather case. His other novelty is a metal bound leather tooth-pick case, filled with turned maple picks, which protects the picks and keeps them clean. It is a most excellent advertising souvenir with the advertisement printed on the leather case.

THE Christmas number of *Country Life in America* was built on English lines, being called a "Christmas annual" and having a large colored supplement for framing. Eight of the inner pages were also in colors. Of the 120 pages all told there was a large proportion of advertising of this publication's distinctive kind. *Country Life in America* has in two years created not only a body of readers entirely its own, but has developed a field of advertising that was wholly dormant until its appearance. The success of this magazine shows that there is no such thing as competition for a publication that strikes out of the rut.

A LIVE new business periodical is *Bank Notes*, just launched by the United States Bank Note Co. (Levey Bros. & Co.), Indianapolis. This firm sells bank supplies, and will undertake to fit a bank with everything needful to do business, from pens to vault. To keep the concern continually before the public, *Bank Notes* will be issued every two months and mailed at a nominal subscription price, not merely to bankers, but to clerks as well. Small novelties for use in the office are featured for the latter, and all sides of banking in general are treated succinctly. Full recognition is given to the growing power of the advertising element in the world of finance, and this, it is said, is a distinctly new note in the journalism of banking.

THE advertising rates of PRINTERS' INK are printed under the headline of the first editorial page.

AN advertisement that makes people talk will pay the advertiser—if people are made to talk about the right thing.

THE only publication generally read by publishers and advertisers outside of PRINTERS' INK is *News-papertom*, and of the several journals devoted more particularly to editors and publishers it is the only one with an influential circulation. Rowell's Directory shows that it is the only one with courage enough to reveal its actual circulation.

BOSTON said some extremely moral and elevating things a year ago when the New York Board of Health showed how prevalent substitution was among retail druggists in the metropolis. Now the Massachusetts Board of Health finds conditions quite as bad in the Hub. It is said that more than twenty-five per cent of the drug stores there are carrying adulterated goods, but according to the *National Druggist* these drugs are sold by dishonest jobbers.

THE prestige of the advertised article is apparent in the stores before Christmas. In many lines of merchandise people insist on having the most generally advertised article, thereby reaping the prestige of quality that is associated with its name. The fact that a camera is a Kodak gives it added value in the eyes of both giver and recipient. The same holds true of every article advertised on a quality basis, according to a Sixth avenue store manager, but nearly everyone avoids the commodity exploited by price. Thus while a Waterman Fountain Pen would be desirable as a gift because everybody has read the quality advertising, not so many purchasers want to give a friend a box of the "save half your smoking expenses" cigars featured largely by price in the magazines, simply because the price is put before the quality of the goods.

IF the innumerable Christmas souvenirs issued every year by business houses do not possess utility or beauty, sooner or later they are consigned to the waste basket and then to the ash heap, an ignoble end for what is intended to be a paying advertising scheme. The Gorham Co., always noted for good taste in all their departments, combine in their annual souvenir the useful—the beautiful. They year after year issue a calendar, a pocket size—rather a pocketbook size, and this year it is a model of choice taste and elegance. Diminutive as it is, there is provision between oil paper leaves for stamps, and information as to domestic and foreign postage. It appeals to one because so useful and so dainty. It would be curious to know how many are carried in women's pocketbooks the year round.

"At the present rate of growth the *Delineator's* circulation will reach 900,000 before the end of the year, while the million mark will have been passed before the end of 1904," was the prediction made by the Butterick Company last spring. But the Christmas issue of this magazine is something above one million copies, according to the publisher's statement, so it has surpassed even their most hopeful expectations of a year ago and is ahead of its predicted record by more than twelve months. Mr. Balmer's management of the Butterick Company's publications since he took charge last summer has been admirable. Advertising is being used lavishly in other magazines and in daily papers to promote circulation. The use of a different illustration each month to call attention to the new issue is at once simple, effective and original. In advertising to advertisers Mr. Balmer has employed the fame already achieved by the *Delineator* to push the comparatively neglected *Designer* and *New Idea Magazine* into notice, exploiting the three as the "Butterick Trio." His plans regarding textile advertising have been set forth in PRINTERS' INK, and show that he has pretty large ideas when it comes to getting new business.

"THERE are five cardinal points to be considered in selecting a depository," says a folder from the Northern Trust Company, Chicago: "Its directorate, its official staff, its financial record, its convenience of location and its reputation in the community." These points would make excellent texts for a bank booklet.

FIVE per cent of the cost of doing business is the average advertising expenditure of a clothing and furnishing store, or that department in a departmental house, according to inquiries made by *Men's Wear*. Sometimes the expenditure runs as high as seven per cent, but seldom to ten, and though a few stores make a fair showing on two or three per cent, it is hardly possible to be represented in newspapers for such an appropriation. The inquiry was conducted in New York and Chicago. Some stores on lesser thoroughfares have no advertising appropriation, charging window dressing and cost of a few circulars to general expenses. Other stores pay high rent to locate on a prominent street, taking what business comes to them naturally in such localities without attempting to get more by advertising—in fact, the extra rent represents their advertising appropriation. One of the large department stores in New York does \$150,000 a year in boys' clothing, though the department is seldom advertised, and when publicity is used prices are withheld. Where a stated appropriation is made annually it is in most every case exceeded before the end of the year. Tempting opportunities come up continually, calling for extra expenditure. Clothiers maintain that it is unsafe to exceed five per cent, however, unless a saving can be made on selling cost or elsewhere. Those using newspapers most extensively keep within this limit, it is said, and some make a good showing in New York dailies on three per cent. Rates for newspaper space and printed matter are higher in New York than anywhere else, yet practically all advertising clothiers in the metropolis say that advertising pays them.

NECESSITY is the mother of invention, but advertising is the wet-nurse.

SOME advertising men think that Philadelphia's retail publicity, as exhibited in its daily papers, is the best in the United States, and there is good ground for this opinion. In connection with this it is well to remember that the Curtis Publishing Co.'s two great magazines have set entirely new styles in magazine advertising. In writing of advertising one is so often drawn to the *Saturday Evening Post* and *Ladies' Home Journal* for examples that the repetition of their names is monotonous. That there is one firm at least in the Quaker City capable of turning out excellent copy appears by a bundle of proofs, booklets and folders from the H. I. Ireland Advertising Agency, that town. This concern prepares copy for a dozen or more Philadelphia retail stores, and takes care of the appropriations of perhaps three times as many manufacturers and general advertisers, preparing trade journal and magazine copy and literature. This agency places the Blasius Piano advertising, which is as good piano copy as appears anywhere, and much better than the average. Most of the small ads of Philadelphia manufacturers in the *Saturday Evening Post* are the work of the Ireland agency. Among its clients are Fleisher's Yarns, Philadelphia; York Knitting Mills, York, Pa.; Haines, Jones & Cadbury Co., Philadelphia; North Bros. Mfg. Co., Philadelphia, and S. Bowen's Sons, Philadelphia. Among Quaker City retailers that patronize the Ireland service are A. F. Bornot & Bro., dyers; James Allison's Sons, tailors; Lauber, beverages; Michell's Seed House; E. K. Tryon, Jr., & Co.; Dalsimer, shoes and clothes; Shannon, hardware; Thos. Martindale & Co., groceries; William H. Dixon, tailor. This agency also prepares the literature for the Philadelphia Press, including its striking double-space car cards, and the advertising of the Union Trust Company, the city's pioneer advertising bank. Altogether it is a notable showing.

THE value of South Africa as a market is the subject of some special attention at the present time by reason of a report upon that subject recently presented to the British Parliament. This report shows that the British colonies in South Africa have become of greater importance than any other of the British colonies except India. "Ten years ago," it says, "Great Britain's exports to South Africa were valued at a little under 9 million pounds sterling; last year they almost reached 26 millions. In 1893 South Africa stood sixth on the list of Great Britain's customers; last year she stood second, and was only beaten by India. It is no rash prediction that this year she will pass India and stand first on the list as the largest buyer in the world of the produce and manufactures of the mother country."

This statement of the great and rapidly growing importance of South Africa as an importing country lends especial interest to some figures just prepared by the Department of Commerce and Labor through its Bureau of Statistics, showing the growth of exports from the United States to British Africa and to Africa as a whole. These figures show that the exports from the United States to British Africa have grown with even greater rapidity than those from the United Kingdom referred to by the report above quoted. Exports from the United States to British Africa grew from \$3,688,999 in 1893 to \$33,844,395 in 1903, or, in other words, were nine times as much in 1903 as in 1893, while exports from the United Kingdom to South Africa grew from \$39,896,000 in 1893 to \$125,280,000 in 1902, the 1903 figures not being yet available. Thus, while exports from the United States to British Africa are in 1903 nine times those of 1893, those from the United Kingdom were in 1902 but three times as much as those in 1893.

The relative growth of exports from the United States and from the United Kingdom to the territory in question can be more accurately determined by utilizing

the figures of the United States for the year 1902, since the figures for the United Kingdom for the year 1903 are not yet available. This shows that the exports from the United States to British Africa grew from \$3,688,999 in 1893 to \$28,780,105 in 1902, the total for 1902 being nearly eight times as great as that for 1893; while, as already indicated, that of the United Kingdom for 1902 was only three times as great as in 1893.

The total exports from the United States to Africa have grown with great rapidity—from \$5,196,480 in 1893 to \$38,436,853 in 1903, being more than seven times as much in 1903 as in 1893; while to Asia and Oceania our exports grew from \$28,064,038 in 1893 to \$5,827,528 in 1903; to South America, from \$32,639,077 in 1893 to \$41,137,872 in 1903; to North America, other than the United States, from \$119,788,889 in 1893 to \$215,482,769 in 1903; and to Europe, from \$661,976,710 in 1893 to \$1,029,256,657 in 1903.

That there is still room for a growth in exports to South Africa, and that our share in supplying that market still falls far below that of the United Kingdom, is evident from the fact that the total value of merchandise exported from Great Britain to her South African colonies in 1902 was \$125,280,000, against a total of \$28,780,105 exported from the United States in that year to all British possessions in Africa.

LAST CALL!



All subscribe that are going to subscribe—one week and one day from to-day the special offer—PRINTERS' INK for THREE DOLLARS cash for a whole year—expires.

FIFTY-SECOND WEEK.

In response to the weekly ad contest, now in its fifty-second week, ninety-one advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced on the opposite page was deemed best of all submitted. It was sent in by O. H. Kegelman, 1052 Jackson avenue, New York City, and it appeared in *Munsey's Magazine* for December, 1903. The same advertisement was submitted by seven other correspondents. A coupon was mailed to Mr. Kegelman, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion.

PREScribes WHILE YOU WAIT FOR A TRAIN.

At most of the larger railway stations in Holland an odd addition has lately been made to the collection of automatic machines. It takes the outward form of an old-fashioned doctor of the early eighteenth century type, with a great peruke on his head. The body of the physician displays a number of slots, over each of which the name of some particular ailment is inscribed. If you have a cold, sore throat, headache, rheumatism, cough, etc., you put the equivalent of a penny into the proper slot, and you receive for your small fee, not indeed the necessary medicine, but the doctor's prescription how to cure yourself.—*Family Herald, London.*

ARNOLD, CONSTABLE & CO.

"I like to read their advertisements, they are so genuine."
"Whatever they say you can rely on."
"They are a treat!"

PRINTERS' INK lately heard a lady make the remarks quoted above as she was reading her morning paper. The Arnold, Constable people have always sustained a reputation for being honest and first class. The concern is also credited with owning twenty millions of dollars' worth of New York real estate.

A good reputation is better than riches, but both are better than either.

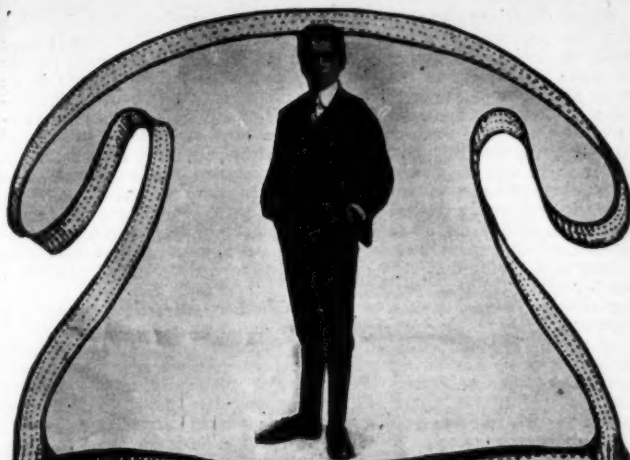
THE first issue of the *St. Louis Post-Dispatch* was published December 13, 1878, so the paper celebrated its silver anniversary in the edition of Sunday, December 13. The birthday special was a 1,000 column number of about 124 pages, eighteen being in colors. Each copy weighed more than two pounds and cost the publisher twelve cents, it was said, but the regular price was maintained.

THE LITTLE SCHOOLMASTER'S CARTOONS OF SPECIALS.

XII.



WILLIAM C. STUART.



Aladdin's Bag

ERNST SCHULTZ, a Wisconsin boy, asked his father for a bicycle. The latter suggested that he earn the money to buy one by selling **THE SATURDAY EVENING POST**. Ernst soon sold a hundred copies a week, winning a special prize of \$25.00 the first month.

A few weeks ago Ernst went through an automobile factory. He went to the President of the concern and told him that he wanted to earn an automobile, and asked for permission to go into the shops and ask some of the men to order copies from him. Pleased with the boy's appearance he was given permission, and was offered a discount of 50 per cent. if he would tell each one of his customers that he was working for that particular machine. Ernst writes: "Everybody laughs when I tell them I am working for an automobile, but I guess they wouldn't think it was so funny if they knew that I have already saved nearly half enough to buy it. I guess the next thing I will have to work for will be money to pay fines for 'scorching'."

ANY BOY willing to devote a few hours to work on Fridays and Saturdays can earn money in this way. More than 6000 are doing so each week. The first week's supply of ten copies furnished without charge. You can then send us the wholesale price for as many as you find you can sell the next week. Write to-day for full instructions. \$300.00 in Cash Prizes to Boys who do Good Work Next Month.

ADDRESS

Boy Department, The Curtis Publishing Company, 418 Arch Street
Philadelphia, Pa.

WHEN the triangular corner coupon was invented as a means of inducing replies from magazine advertising, the magazine publishers made a practice of backing coupon ads with their own announcements, so that when the three-cornered scrap of paper was snipped off by a reader there was no disfigurement of another advertiser's announcement. Sometimes the coupon advertiser took both sides of the page himself, which was another way of getting around the difficulty. The number of coupons appearing in the average magazine was small, anyway. Only book advertisers used them. Much of this advertising was carried on the exchange basis with other publishers. The ads appeared in the front of the magazine where the publisher's own announcements could be printed on the back of a page that threatened to infringe a paying advertiser's right.

* * *

The corner coupon has become a very popular advertising device, however. At present it is employed for a variety of purposes. Magazine publishers favor it in advertising for subscriptions, and it forms part of the advertisements of "Force," the Ralston foods, the Prudential and Equitable insurance campaigns, the announcements of the correspondence schools, and so forth. It is a good thing, and from present indications will go far. When general advertisers took up the coupon, it began to appear on the opposite side of paid advertising. To-day every general magazine shows instances in which the clipping of coupons means the destruction of somebody else's ad. Sometimes it is backed with reading matter in publications that print a column of text on every page of advertising, but even in these publications the coupon often occurs on the back of other ads. Its dimensions are also growing. Originally the side of the triangle measured two inches, but recently there have been printed return coupons measuring four inches. In one of the Christmas magazines a page announcement of the publisher had an oblong coupon at the

bottom measuring three by nine inches. When clipped out it bore on the back three small single column ads, each of which made a direct mail proposition, the address of a double column ad offering a booklet, and the burden of the argument for a household necessity advertised by general methods. In other words, five ads for which good money was paid were practically destroyed. An examination of any prominent magazine will show a similar state of affairs.

* * *

Whether advertisers overlook this detail or permit their ads to be so depreciated is not apparent. Perhaps it is oversight on the part of the advertiser in the greater number of instances. The volume of advertising carried by the average magazine is so large that the same advertiser is thus treated but once, and the publisher can apologize and allot these "unpreferred" spaces to somebody else next issue. But the coupon habit it steadily growing, and will eventually have to be met as an evil. Of course, so long as it brings returns it will be used, and a method of employing it so that everybody is satisfied will have to be adopted. A year or so ago a full-page magazine ad of John Wanamaker's had a corner coupon which was backed with a small single column ad on the opposite page calling attention to the page ad. This was not only fair, but a valuable advertising scheme, and might be suggested as a remedy. The magazine in the hands of a reader who clips a coupon, often sending money, is the one that every advertiser most values, and to have one's ad in such a copy practically destroyed is unfortunate. The return coupon in daily papers seldom works such damage, as the daily is more or less ephemeral. But magazines are preserved, and pass from reader to reader, and mutilated advertising represents waste circulation.

DR. PIERCE, of Buffalo, has purchased ten automobiles and 150 cash registers, at a total cost of \$30,000, and these will be given as prizes in a window dressing contest for retail druggists.

PACIFIC COAST EVENING PAPERS.

NEW YORK, N. Y., Nov. 23, 1903.

Editor of PRINTERS' INK:

I have been thinking that perhaps your readers ought to be interested in a brief letter on the newspaper situation on the Pacific Coast, a region which has been my field of activity since I entered the newspaper business some thirteen years ago.

At that time the morning newspapers absolutely dominated the entire field from San Diego on the south to British Columbia on the north, a stretch of 1,800 miles. The old prejudice against the use of any coin smaller than a nickel still obtained everywhere, with the result that outside of San Francisco there were very few street sales and the rates of subscription, ranging from 65 cents to \$1 per month, acted as a decided bar to any great strides in the way of circulation. A few shrewd editors occasionally referred to the fact that the sun has a habit of going down three hours earlier on Manhattan Island than at the Golden Gate, and from time to time one more daring than the others would predict that some day the evening newspaper would be likely to cut considerable ice on the Pacific Coast on account of this very fact, but for some reason all these observations were regarded as mere theories and dreams, and the big morning papers with their millionaire owners and their high priced subscriptions continued to attempt to cover the whole field. In San Francisco there were the *Examiner*, *Chronicle* and *Call*, in Los Angeles the *Times* and *Herald*, in Sacramento the old *Record-Union*, owned by, for and of the Southern Pacific; in Portland the journalistic gold mine known as the *Oregonian*, and in Seattle the *Post-Intelligencer*, known everywhere as the P. I. They were the dominant forces in the journalistic field at that time, and these eight papers were invariably named first whenever any advertising proposition headed for the Coast. I remember away down in San Diego, where I went to work in 1890 as reporter on the *San*, that our total city circulation on Jan. 1st was 479 copies, while our morning contemporary, the *Union*, claimed and doubtless had 2,500 or more. And so it was all along the Coast. But a little over a year later a change began to take place—very slowly, almost imperceptibly at first, but later to be felt along the entire Coast line. It was in August, '03. I think, that the good people of San Diego were first startled into the knowledge that an evening paper could actually "scoop" its morning contemporary on important news. It was the day of the great Homestead riots. I forget the exact date, but I remember the occurrence very vividly. Our little paper at that time was receiving both the Associated Press and United Press services. About 10 a. m. the editor called out to shut off local copy. The paper had been purchased several weeks before by E. W. Scripps, head of the Scripps-McRae League, and of course the price had been reduced to a popular figure. That day, when the first news of the awful occurrences at the Carnegie Steel Works was flashed across the continent, marked

an epoch for the Coast evening newspaper. At noon we got out an extra. It astonished the town, but a few daring ones bought copies of the newsboys and then the whole town followed pell mell. The one old-fashioned flat bed press was kept pounding away until 10 o'clock that night, and every member of the staff, from editor to janitor, was too tired to sleep, but mighty few details of that awful day were left for the morning paper to relate. And so it was all along the coast wherever the evening papers had facilities. From that day the evening paper has been a factor in coast journalism, but, strange to say, the coast, so progressive in many things, has been singularly conservative in its acceptance of conditions which have been paramount in the Eastern journalistic world, and it is only within the past two years that the evening paper has become generally known and welcomed from Mexico to Canada. Even yet the cheap evening papers of the coast are still practically all controlled by the man who purchased the little San Diegoan *San* thirteen years ago, and the evening paper idea has not invaded the conservative old town of San Francisco in any stirring way.

To-day the big morning papers of which I have already spoken are still in existence and flourishing for the most part, although in three instances they have had to fall back to second place in point of circulation; but the fact that they have held their own at all is only accounted for by the remarkable growth and development of the Coast during the past six years. This development has been largely brought up by the Spanish War and Philippine Rebellion, the Chinese Rebellion, the consequent tremendous enlargement of the Pacific commerce, the completion of the Great Northern Railroad, the development of the citrus industry in southern California, the liberal railroad policy of encouraging tourist travel by low rates of fare, and the discovery of gold in Alaska.

But the cheap evening newspapers are now in the field to stay and grow, and they cannot be set back or supplanted. With the coming of settled business conditions, the universal use of the copper cent and the gradual growth of the great West, very few years must elapse before the evening papers will have far outstripped their more conservative morning competitors in point of circulation and general value to the advertiser. When the Coast reader can get the news in Europe up to 9 p. m. and along the Atlantic Coast up to 6 p. m., delivered daily at his home before five o'clock for one cent, he will not long debate the question, and the growth of the evening paper on the Pacific Slope is as certain as the movement of the tides. To-day there are three evening papers on the entire coast claiming and having a daily circulation in excess of 25,000. These are the San Francisco *Bulletin*, the Seattle *Times* and the Los Angeles *Record*, while there are only five morning papers which make affidavits to a circulation in excess of this figure, the Los Angeles *Times*, the San Francisco *Call*, *Chronicle* and *Examiner*, and the Portland *Oregonian*, also the Los Angeles

Sunday Herald and *Morning Seattle Times*, but in my opinion it is doubtful if the next decade will show an increase in the list of morning papers entitled to appear in this class, while the aggregate circulation of their evening contemporaries will doubtless far exceed those occupying the morning field. Both the Associated Press and the Scripps News Association are now serving large numbers of evening clients on the Pacific Coast, the latter concern having something like twenty-six customers in the three Coast States. Most of these papers are small concerns yet, but located as they are in the most hopeful section of the greatest nation on earth, their future is assured beyond question.

Respectfully submitted,

W. H. PORTERFIELD,

Mgr. Foreign Circulation Pacific Penny Papers, 53 Tribune Bldg., New York.

COLOGNE SPIRITS.

CHICAGO, Dec. 3, 1903.

Editor of PRINTERS' INK:

In the last few years whiskey has been an extensively advertised article. Thousands of dollars have been spent with newspapers, magazines and billboards to tell the public that So-and-so's Rye "is mellow and smooth," that Smith's "has that delicate flavor," and Jones' "is oldest and best." It seems that the principal object of the advertisers has been to drive the name of their respective brands deep into the brain of all whiskey consumers. The name of the whiskey advertised has always been the most prominent feature in the space used, and little or no attention has been given to the argument why you should use the brand advertised, except for the hackneyed phrase "mellow and smooth," etc. Until recently, to my knowledge, no attempt has been made by general publicity to inform the public of the difference between pure whiskey "bottled in bond" and the other kind. There is now appearing in the Chicago papers advertising of Cedar Brook Whiskey. This advertising is headed "Little Green Stamp Talks," and each ad tells a different story about whiskey. In an interview with Mr. L. W. Liberman, advertising manager of Julius Kessler & Co., Distillers of Cedar Brook Whiskey, I obtained the following interesting information:

"Any man who drinks whiskey," said Mr. Liberman, "will be mightily interested to know whether his particular brand is pure whiskey or not. Nowadays 93 per cent of the whiskey sold is not real whiskey. It consists principally of cologne spirits, a small amount of straight whiskey, prune juice, peach, pineapple and vanilla, and is called pure whiskey. Its effect upon the human system is very pernicious, and when taken to excess produces bad headaches the morning after. Cologne spirits are poisonous. Their use is not permitted in whiskey that is 'bottled in bond' and guaranteed by the government. In fact, whiskey bottled in bond has the government's little green stamp around the neck of the bottle, which guarantees it to be 100 proof pure whiskey. Cedar

Brook is one of the whiskeys bottled in bond, and I make strong play on the phrase, 'Which do you prefer, the government stamp or the individual word?' in all our ads. We tell the public why whiskey bottled in bond must be pure whiskey, 100 proof, and we ask them to look for the little green stamp on the neck of every bottle of Cedar Brook, which guarantees them pure whiskey. Of course, our advertising is educating the public to look for this little green stamp and all whiskeys bearing it will be benefited. Results obtained from this method of publicity have been remarkable, and we expect to generally advertise in this way over the entire country."

Mr. Liberman has struck the keynote to "right whiskey advertising." He is telling the public something they did not know before, and in doing so is creating a great demand for Cedar Brook, and is using Uncle Sam to back up all his claims with the little green stamp. Cedar Brook Whiskey is outselling every brand of whiskey in the city of Chicago, and this is due, without a doubt, to the advertising which tells the consumers of whiskey to watch for that little green stamp. Yours truly,

FREDERICK C. MATHEWS.

THE PRESS SHOULD GO IN THE ROLL OF HONOR.

Dec. 3, 1903.

Editor of PRINTERS' INK:

I notice in a recent PRINTERS' INK editorial you refer to a statement made by one of the Cleveland morning newspapers regarding the amount of business carried by that paper. In reading the article one is liable to be misled, as you do not state that the volume of business carried is for daily and Sunday editions. In order to correct any erroneous impressions that this may have made, I give you herewith the exact figures of the paid advertising published in the three leading Cleveland newspapers for October, 1903, exclusive of legal advertising:

Cleveland Press (27 publication days), 35,539 inches.

Cleveland Plain Dealer (31 publication days), 31,618 inches.

Cleveland Leader (31 publication days), 16,494 inches.

This comparison shows that the Cleveland Press published in twenty-seven days 3,911 inches more paid advertising than the Cleveland Plain Dealer and 19,035 inches more than the Cleveland Leader. This is a remarkable showing when one takes into consideration that the Cleveland Press had during the month only 27 publication days, while the other papers mentioned had 31 publication days, which included the large Sunday editions. The Cleveland Press has taken another building and installed larger presses, which permit them to run from ten to sixteen pages. The Cleveland Press has shown remarkable growth not only in advertising during the past year, but also shows tremendous increase in circulation, having had for the first nine months of 1903 a daily average of over 129,000 copies, a larger circulation than all the other Cleveland papers combined. Yours truly,

D. J. RANDALL.

The Albert Lewis Advertising Agency, Temple Court, Manhattan, New York, is placing a large amount of Turf Advertising in a list of dailies for J. E. Ward, New Orleans, also Chas. F. Hank of Gravesend, New York.

The advertising of the "1900" Washer Co., of Binghamton, N. Y., formerly placed by Julian De Picaza, of Temple Court, Manhattan, N. Y., is now being placed by the New York office of Lord & Thomas, Tract Society Building.

Largest Circulations.

AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NORTH CAROLINA.

The Charlotte News has the "highest actual average circulation rating, in figures, in the 1903 issue of the American Newspaper Directory of any daily in North Carolina."

Advertising Agencies.

There are hundreds of advertising agencies in this country. All perform some valuable and necessary services to their clients. And they might perform such services to many other advertisers if the fact were persistently brought to the latter's attention in the columns of the Little Schoolmaster.

PRINTERS' INK desires to start a classified directory, listing as many recognized agencies as may see the wisdom of having a card in the representative advertising journal in the United States. Such advertisements cost ten cents per line net and are set in pearl. Count six words to the line.

CALIFORNIA.

CURTIS-NEWMAN CO., Los Angeles, California. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective designs. Good copy. Information about Pacific Coast and Orient.

CALIFORNIA—PACIFIC COAST. C. BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste.

MASSACHUSETTS.

AMERICAN ADVERTISING AGENCY, 13 Doane St., Boston. Paid up capital, \$100,000.00. In addition to U. S. and Canada, places advertising in English and Scotch papers.

NEW JERSEY.

MAIL-ORDER ADVERTISING A SPECIALTY. STANLEY DAY, Newark, N. J.

PENNSYLVANIA.

EVERY year we decline more business than we accept. Not at all strange when our system is known.

We take only clean advertising and no fake schemes. With few exceptions we handle but one business of a kind.

We refuse all propositions that in our judgment cannot be successfully advertised, or have not sufficient capital back of them.

What we are after are concerns with good advertising propositions, enough money to make them go, and a willingness to supplement the advertising with the necessary follow-up letters and business literature.

We handle a number of such accounts and want more. The clients we have will tell you just what we are doing for them. This should be more convincing than anything we could say about ourselves. If you are interested, we will send you their addresses.

THE H. I. IRWIN ADVERTISING AGENCY, 285 Chestnut St., Philadelphia. Established 1920.

NEW YORK.

PLACE'S ADVERTISING BUREAU
PLACES YOUR ADVERTISING
IN BEST PLACES.
Established 30 years. 263 Broadway, New York.

NORTH AMERICAN ADVERTISING CO.—Organized by advertisers to give advertisers a square deal. F. L. Perine, pres.; W. W. Seeley, vice pres.; F. James Gibson, sec.; Baxter Oaterson, treas., 190 William St., New York.

WASHINGTON.

ALEXANDER & CO., Newspaper Advertising. Established 1891. We also have established papers for sale. Spokane, Wash.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

ADV. hustler wants good trade papers on commission; cover Boston, New York, Philadelphia. Jewelers' Bldg., Boston.

MORE than 225,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

WANTED—A list of national advertisers who have been successful by using newspapers exclusively. Willing to pay a fair price. "A. B." Printers' Ink.

WANTED—A list of national advertisers who have been successful by using magazines exclusively. Willing to pay a fair price. "X. Y." Printers' Ink.

EXPERT circulation man wishing to make a change, solicits correspondence with concern desiring a manager of ability. "EXPERT," care of Printers' Ink.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

FERNALD'S NEWSPAPER MEN'S EXCHANGE, established 1886, represents competent workers in all departments. Send for booklet. 363 Main St., Springfield, Mass.

WANTED, by a man thoroughly competent to handle correspondence and possessing advertising ability, a position with a reliable manufacturer. "B. S. L.," Printers' Ink.

I AM the originator of "The Yankee of Golden Character Society," "The Cow That Gives Milk Through Horns," etc. I want to "give trot" or sell my ideas regular to live paper. DR. TOOKIE, Rockport, Ind.

COMPETENT designer, who has handled the art work in many large mail-order catalogues, would like to communicate with any concern contemplating the issue of a catalogue. Address Box 673, Printers' Ink.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

PRACTICAL advertising man, with successful record—forcible writer—10 years' experience—now managing publicity of large manufacturing concern—seeks desirable change for excellent reasons. Address, "PROFITABLE RESULTS," care Printers' Ink.

EXPERIENCED, energetic, enterprising editor, familiar with every detail of the newspaper and printing business, is open for proposition from old-established, paying Republican Journal, whose proprietor would like to retire or place the active management in other hands. Best of references. Address, in confidence, "EDITOR," P. O. Box 1568, Philadelphia, Pa.

WANTED to furnish daily newsletters to daily papers within a radius of 500 miles of this city. Will take advertising space in exchange. Not a fake or a scheme to get space for next to nothing, but an honest effort on the part of an experienced journalist to serve his brethren of the press. Send for particulars. Address NATIONAL NEWSPAPER SYNDICATE, 50 Harper Building, Washington, D. C.

A MAN, with 12 years' experience in the office of a very large general advertiser, is open for a proposition. Up on mediums, copy and cuts and a good correspondent; 29 years old. Address

"A. B. G."
Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN.
Suite B, 219 Land Title Bldg.,
Philadelphia.

CLERKS and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000 and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL,
Advertising and Business Expert,
22 Temple Court, New York.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),
Suite 511, 50 Broadway, New York.
Suite 515, Pennsylvania Bldg., Phila.
Suite 523, Monadnock Bldg., Chicago.
Suite 1326, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

WHEN YOUR WIFE'S DIGESTION SEEMS BEYOND REPAIR,

and all medicines and treatments fail, get **MAN-A-CEA**, the Manganese Natural Spring Water. It immediately restores the digestion to the Weak, Debilitated and Catarrhal, the Exhausted—Physical and Nervous—the same as any well person. We are not trying to fool you. It is the simple truth. Manganese in solution does it. It is simple, tasteless, harmless. The Creator made the rose. He made this water. Man can make neither. Do not think everything advertised a fake or fraud. How else are you to be reached! Your homes cannot be invaded. Doctors are busy with their own affairs. Druggists and grocers sell what is called for. Try it Just Once for One Time. Send for booklet. Druggists, Grocers or **BEN. K. CURTIS, Gen'l Agent**, 13 Stone Street, New York.

COIN CARDS.

- 2 PER 1,000. Larger lots at lower prices.
- 2 ACME COIN MAILER CO., Burlington, Ia.
- 3 PER 1,000. Less for more; any printing.
- 3 THE COIN WRAPPER CO., Detroit, Mich.

PUBLISHING BUSINESS OPPORTUNITIES.

NEW YORK CITY weekly, \$7,000; monthly, \$3,500. Two splendid openings for men of push. **EMERSON F. HARRIS**, 255 Broadway, New York.

GET right into the right publishing business. There are splendid opportunities, and I know where the men of business and some means, **EMERSON F. HARRIS**, 255 Broadway, New York

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 263 Broadway, New York.

MAILING CARD SPECIALISTS.

Is it worth 1½ cents to reach your trade? Write **TRANSON & ALLISON**, Mailing Card Specialists, 906 Tribune Bldg., Chicago.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. **SMITH PRINTING CO.**, 814 Broadway, Toledo, Ohio.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 250 B'way, N. Y.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo., Electrotypes and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

PRINTING SPECIALTY.

LONG runs of printing, sheet 15x18 or smaller, done on self-fed presses, a specialty. Get our estimates. **KING**, 105 William St., New York.

ADDRESSING MACHINES.

ADRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 29 Murray St., New York.

BULLETIN BOARDS.

BALL BROS., 115 Dearborn St., Chicago, Ill., Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

ADDRESSES.

NEW addresses, 25c. per 1,000. **CO-OPERATIVE MAGAZINE**, Chicago, Ill.

1,000 ADDRESSES, Gloucester County, New Jersey. All live names; 10c. a hundred or the whole lot for \$1.

HORNOR & WILSON,
Glassboro, N. J.

TYPEWRITERS.

THE Wilson Typewriter Ribbon; 50 cents. That's all. **MISS WILSON**, 61 Ann Street, N. Y.

NEWSPAPERS may secure new \$100 style typewriters without money; unique adv. proposition. **MUTUAL ADV. AGENCY** 317 Broadway.

TRADe deal secured fifty typewriters: offered newspapers and periodicals, part cash, part advertising; possibly all advertising. **MUTUAL ADVERTISING AGENCY**, 317 Broadway, N. Y.

ADVERTISING TO THE TRADE.

IF you want to wake up your trade with a mail-order of cards or circulars, entirely out of the ordinary, write us. The advertising force of a mail-service is largely cumulative. We will not accept an order for less than six pieces. You could not get satisfactory returns by sending only one. We are not after the immediate dollar, but clients who will stick to us.

Let us know what you want to push and the number of concerns you want to reach. We will tell you how much we think you ought to spend, and show samples of the sort of matter we will furnish. A mail-service is not suitable for retail advertising.

The H. I. IRLAND ADVERTISING AGENCY,
925 Chestnut Street, Philadelphia.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certifi-
cates, etc., which can be completed by
typewriting. Send stamp for samples. KING,
185 William St., New York.

SPECIALTIES WANTED.

WANTED—Patented or copyrighted special-
ties that can be produced on plates,
cylinder or automatic process. Privilege to
manufacture and sell in Eastern States desired.
Address, with description and particulars, "PRO-
GRESSIVE," Box 75, Waterford, N. Y.

FINANCIAL.

THE JOSEPH SHOLL CO., INC., which has pur-
chased the proprietary medicine business
of the late Joseph Sholl, proprietor of *Sholl's*
Infallible Pills, for Fevers, Malaria and Liver
Complaints, has for sale a limited number of
shares of the capital stock at par value, \$5 per
share. Further particulars on request. JOSEPH
SHOLL CO., INC., Burlington, N. J.

HALF-TONES.

WE would like to estimate on your half tones
either for the newspaper or other work.
STANDARD ENGRAVING CO., 61 Ann St., New
York.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x3, \$1; 4x3, \$1.50.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

CIGARS FOR SALE.

WE will sell you a better cigar for 5c, straight
than most dealers will for 10c., Imported
Havana filler, Conn. binder, genuine Sumatra
wrapper. Perfecto shape, 4½ inches long, Union
made, mild and pleasant. For 5c. we will mail a
box of 12 of these cigars, prepaid to any address
in the U. S., and, if they do not make good, return
them and receive your money.
HARTFORD CIGAR CO.,
1115 Main St., Hartford, Conn.

CALENDARS.

MOST artistic line of advertising calendars
ever offered. Write for price list.
BASSETT & SUTPHIN,
45 Beekman St., New York City.

DESK CALENDARS—Size 5x7, rich mist grey
mat board backs, two color pads with large
figures. Space for ad measures 3¼x4¼ inches.
This is certainly a beautiful and effective little
calendar, and the price, including your ad., is
only \$16.00 per thousand. LOUIS FINK & SON,
5th above Chestnut, Philadelphia.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it.
You cannot imagine how beautifully tin
boxes can be decorated and how cheap they are,
until you get our samples and quotations. Last
year we made, among many other things, over
ten million Cascares boxes and five million vas-
eline boxes and caps. Send for the tin desk re-
minder called "Do It Now." It is free; so are
any samples you may desire to see.

AMERICAN STOPPER COMPANY,
151 Water Street, New York.
Brooklyn.
The largest maker of Tin Boxes outside of the
Trust.

HOTELS.

THE LITTLE HOTEL WILMOT,
South Penn Square,
Philadelphia,
is now one-third larger
than formerly; the
new addition
provides commodious
smoking and writing
rooms and other
conveniences.
Just a step from
the Pennsylvania Ry.
Station.
THE RYERSON W. JENNINGS CO.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$18. W. J. VALENTINE,
Mr., 175 Vermont St., Buffalo, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
of 17 Spruce St., New York, sell more mag-
azine cut inks than any other ink house in the
trade.
Special prices to cash buyers.

COLD-WATER PASTE is a dry powder in-
stantly converted into a tacky, glue
clinging paste, superior to anything you have
ever used in labelling boxes, packages, etc. Try
it and be convinced. Sample on receipt of your
address. BERNARD-HOLMES AGENCY, 48 North
State St., Chicago, Ill.

PREMIUMS.

LYON & HEALY'S NEW PREMIUM CATALOG,
now ready, contains musical instruments
of all descriptions, including a special cheap
talking machine; \$30.00 worth of our mandolins
and guitars used in a single year by one firm for
premiums. Write for catalog. PREMIUM CLERK,
Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thou-
sands of suggestive premiums suitable for
publishers and others from the foremost makers
and wholesale dealers in jewelry and kindred
lines. 500-page list price illustrated catalogue,
published annually, 33d issue now ready; free.
S. F. MYERS CO., 409 W. 42-50 St. Maiden Lane, N. Y.

HOUSE-TO-HOUSE DISTRIBUTING.

MY NATIONAL DISTRIBUTING SERVICE
is the result of years of practical experi-
ence in placing advertising matter direct to reli-
able, local distributors, to the entire satisfaction
of my many patrons, to whom I am pleased to
refer you.

I have the only proposition that covers every
town and city of over 2,000 population in the
United States, also hundreds of smaller places.
All matter is sent to reliable local men who
make distributing an exclusive business and
who personally superintend the distribution of
all matter. I become personally responsible to
you for a strictly first-class service at all points,
and cheerfully make good where contract is
violated. It will be to your best interest to in-
vestigate.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 445 St. Clair St.,
Cleveland, O.

PUBLICATIONS.

"BUSINESS AND FINANCE"
FOR DECEMBER
CONTAINS THE FOLLOWING LEADING ARTICLES:
How to Organize and Finance a Corporation.
(Cont.)
Summary of New York Corporate Laws.
The Preparation of a Financial Prospectus.
(Cont.)
The Organization of a Loan and Discount Com-
pany.
Forms for the Secretary.
A Complete Code of By-Laws.
Opening the Books of a Corporation.
Hints on Mailing and Addressing.
Blackmailers. (A sensational expose of the way
corporations and brokers are blackmailed by so-
called "Commercial Agencies" and in-
vestors' papers.) You should read this article
without fail.
How to Deal with a Bank.
The World and You.
Brokerage and Commission.

EDITORIAL.
The Cowardice of Indecision.
Four o'Clock in the Morning Courage.
Why the Average Mining Prospectus Fails.
"BUSINESS AND FINANCE,"
"Devoted to the science of money making,"
is a monthly journal of absorbing interest and
value to the investor, banker, man of business
and all who aim to achieve success.

SUBSCRIPTION, \$1 PER ANNUM.
SAMPLE COPY, 10 CENTS.
Send for sample copy to-day to
THE BUSINESS AND FINANCE PUBLISHING
COMPANY,
55 C HUDSON BUILDING, New York, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

FOR SALE.

L INOTYPE for sale. First-class condition. Address "B. M. M.," care of Printers' Ink.

NEW Acme 6-binder, \$30; series Blair, \$10; 7x11 press, \$30. Other material cheap. STEVENS, Route 6, Brazil, Ind.

BARGAIN—Four and eight-page Scotts perfecting press, with full modern stereo outfit. Address TRIBUNE, Oakland, Cal.

FOR SALE—A Democratic newspaper doing a good business in a thriving town. Further particulars, write MISS NANNIE R. CATLETT, Princeton, Ky.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD FRESTON, 167L Oliver St., Boston.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. RICHARD FRESTON, 167L Oliver St., Boston.

FOR SALE—Daily afternoon Associated Press newspaper in one of the best and most rapidly growing manufacturing cities of the Middle West. Address "NEWSPAPER," care P. I.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD FRESTON, 167L Oliver St., Boston.

At a very moderate figure controlling interest can be bought in concern putting up a medicine of almost universal use, but in its only agreeable and most desirable form. Inventor of it just began to sell it when he died, since when it has had only a modest sale. There is too much money in it to let it lie undeveloped, but I lack experience and money. Address "ANNA," care Printers' Ink.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

A BRIGHT steel nail file, \$30 per thousand. Turned toothpicks in cases, \$30 per thousand. Samples of each in leather cases, 10c. Agents wanted. J. C. KENTON, Oswego, N. Y.

A COAT HANGER, bearing your name and address, given to each customer, keeps clothes in shape and makes friends. It costs little. Let us talk it over. BELMAR MFG. CO., Canton, Pa.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

CELLULOID blotters cost more than ordinary ones do, but they bring results where the others fail. Write for samples and prices. THE BALTIMORE BADGE & NOVELTY CO., 233 Broadway, N. Y.

"LITTLE TRAVELER," (catalogue), 1001 advertising novelties in wood, tin, leather, aluminum and paper; two 8c. stamps; request on printed stationery. BOLLIDAY NOVELTY ADVERTISING WORKS, Knoxville, Indiana.

ADVERTISERS—Are you looking for the best thing out? An advertising novelty that men and boys wear daily. An extra good novelty to sell or give away at the World's Fair. Never offered before to advertisers. We would like to correspond with a firm who can use our entire output for 1904. G. F. COATES CO., Uncasville, Conn.

SOMETHING NEW IN ADVERTISING NOVELTIES.

Advertisers who want a practical, useful and original souvenir for distribution will do well to write for description and prices of the TENGWALL LOOSE LEAF PERPETUAL MEMORANDUM BOOK (vest-pocket size). Absolutely new and up to date. Just the thing for publishers and for convention souvenir. Write to-day. TENGWALL FILE AND LEDGER COMPANY, Chicago, Ill.

BAD DEBTS COLLECTED.

STRICTLY first-class service. Reasonable percentage. Once our patron always our patron. DAY-AND-NIGHT ADJUSTMENT ASSN., 3044 Chicago Avenue, Chicago.

MAIL ORDER.

MAIL-ORDER MEN, MIXERS AND PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,
Dep't. X., Laverne, Minn.

GREAT chance for agents and mail order men. We furnish fine catalogue with your imprint. 64 pages; size 6 x 9, 350 fine illustrations; 350 different useful, meritorious, quick-selling articles listed. Big profits. Write for our prospectus of new revised edition. Orders filled direct to your customers. AMERICAN CONSUMERS' ALLIANCE (Inc.), 61 Wabash Avenue, Chicago, Illinois.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

25 CENTS for 30 words 5 days. ENTERPRISE, Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

POULTRY NEWS, \$5c. year; ad rate, 70 cents an inch display. Circulation, 7,500 monthly. WILLIAMS & METLAR, New Brunswick, N. J.

DRY GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 15c. a line.

THE PROGRESSIVE MONTHLY, Indianapolis, Ind. Best medium for those wanting to reach agents or the mail trade. Rate, 10c. Copy on request.

SPECIAL one-inch "ad." six months, \$1; one month, \$5c.; 60 words 1 inch. Forms close 1st; 2,500 readers. ANYBODY'S MAGAZINE, Peekskill, N. Y.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 1,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

GUARANTEED circulation, 11,000 monthly. Rate, 5 cents a line (seven words); 70 cents an inch; cash with order. Sample free. THE WELCOME VISITOR, 323 S. Troy St., Chicago, Ill.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

A MILLION TRAVELERS can be reached monthly through the eastern and western sections of the Travelers' Railway Guide. Write for particulars to 21 Park Place, N. Y. or 185 Adams St., Chicago.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 16 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

INFORMATION, Binghamton, N. Y., publishes monthly list of novelty manufacturers; tells how to advertise successfully; how to enter mail-order trade and manufacture goods; exposes frauds. It reaches agents, canvassers, distributors, mail-order dealers, novelty manufacturers, salesmen, streetmen, etc. Advertising rate, 10c. per line; three months on trial, 10c. None free.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. For sale by the trade. Made by THE DOXO MFG. CO., Clinton, Ia.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

ADVERTISEMENT CONSTRUCTORS.

J. GREENBERG writes the ads you want. 111 Floyd St., Brooklyn, N. Y.

100 GOOD ads for a grocery store \$1.00. BAIT PUB. CO., Toronto, Can.

FRED. W. KENNEDY, 39th and Lansley, Chicago, writes advertising—your way.

50 ADVERTISEMENTS, any line of business, written and mailed to you for a dollar. J. H. LARIMORE, Westerville, Ohio.

PRACTICAL, common-sense, business-bringing advertisements written. ESTELLE BLEYTHING, 22 Munn Ave., E. Orange, N. J.

ADVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best. Moderate prices. ART LEAGUE, New York.

HENRY FERRIS, 115 117th St., Philadelphia. Newspaper, magazine and trade paper ads.

Ads written in the right time—in the right manner—will move thousands. I write strong and effective publicity at a reasonable price. JAMES J. NORMILE, Station F, Boston, Mass.

ADVERTISERS—If you want strong, forceful and effective drawings, illustrations and original copy, write to "ARTIST," care of Tengel-Talk, Chicago, Ill. Expert work. Prices reasonable.

TRADING winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write for free booklet "How We Help Advertisers." SNYDER, JOHN, SON & HINDMAN, 904 Tribune Bldg., Chicago.

ADWRITERS—Send \$2 for our practical plan for building up an independent advertising business. Will return price if you're not satisfied.

LE WERN & CO., 479 N. Clark St., Chicago.

IPUT genuine country life into my agricultural advertising. That's what appeals to progressive farmers and sells the goods. If you have an article for this trade and it is a good thing, write me.

F. H. LOVEJOY, Box 1, Roslyn, Pa.

PPRINTING PRINTING PRINTING
Printing of every description in first-class style. Advertisements written in a clear, convincing manner. Send for booklet on printed letter head. PRINTERS' INK PRESS, 45 Rose St., N. Y.

SOME advertisers place their entire dependence on the prettiness of the booklet—never mind the weakness of the copy. Some think that as long as the copy is good its proper arrangement doesn't much matter. My notion is that good, strong copy well arranged and printed is better than either of the other methods. BENJAMIN SHERBOW, 3148 Euclid Av., Philadelphia.

ADVERTISING that appeals to every-day, practical-minded people. Original, but not eccentric nor silly. Just the sort of sound sense that ought to induce more people to patronize your business. If you want this kind of advertising I can be of use to you. I can take that "ready-made" ring out of your stock letters and put a "direct-from-me-to-you" tone into them. I believe in directness, frankness, force and freshness in an advertising appeal, and I think I mix these ingredients liberally into most of the advertising I put out. JED SCARBORO, 537a Halsey St., Brooklyn, N. Y.

\$25.00 IN CASH TO THE WINNER. \$10.00 TO THE SECOND BEST.

We will pay the above amounts to the persons who send to us the two best plans for conducting a department store in towns of 300 to 10,000 population. The plan must embody *Novel Ideas*, that will attract all classes of people to the store, such as *Up-to-Date Advertisements*, *Suggestions for Attractive Window Displays*, *How to Carry Out a Clearing and Closing Out Sale* (one that tells how to reduce a stock in from two to eight days' time is what is wanted), etc. A committee of four will pass on all plans submitted, and checks will be mailed to the winners on New Year's Day, January 1, 1904.

Contest closes December 31, 1903.
Address E. C. SMITH & CO.,
Lock Box 31, Oran, Mo.

IF YOU KNEW
that a really fine bit of advertising matter, one even whose first cost perhaps struck you as decidedly "stiff," was the only profitable kind you would drop "cheap," every-day stuff, in-stanter. Fine, individual, unusual things constantly secure correspondence from strangers, who reason thus: "Well, I guess a certain percentage of such attractive literature as this is worth writing to." It is the sheer inability of thousands to put **SELLING POWER** into the front seats and keep **FIRST COST** in the "back" ones that prevents them from making the most of their advertising. It is the sheer inability of thousands to do. The only infallible test of cheapness is what it will produce and not only **WHAT IT COST**. For those who know this to be true I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards, Newspaper, Magazine and Trade Journal Advs., etc., and I gladly send, to those whose inquiries suggest business, Samples that illustrate what I mean by "individual, unusual things." No postal cards, please.
No. 36, FRANCIS L. MAULE, 402 Sansom St., Phila.

TO ADVERTISEMENT CONSTRUCTORS (Amateur and other).
\$300 FOR THE BEST ADVERTISEMENT.
\$100 FOR THE SECOND BEST.
\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 3, 1904—will award and pay \$500 in cash prize for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tablets have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tablets, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tablets have been purchased at drug stores in the States in a single year.

Every drug store in America sells Ripans Tablets, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tablets. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAR. H. THAYER, President,
THE RIPAN CHEMICAL COMPANY,
No. 19 Spruce St., New York.



Commercial Art Improvement

You are doubtless familiar with the Commercial Art Criticisms of our Mr. Ethridge which have appeared regularly in **PRINTERS' INK** for some time.

Doubtless you have been struck by the force of the criticisms and the improvements shown in the advertisements reproduced.

Kindly consider this matter as it applies to your business.

If you use pictures, as nearly all good advertisers now do, you should have pictures which are an improvement over those used by your competitors, which will stand out wherever they appear as boldly as fire on a hill, and which will be the most prominent and attractive thing in sight wherever they may be used.

It doesn't cost any more to have the right kind than it is costing you for the wrong kind.

We have what we firmly believe to be the best and most efficient Commercial Art Department that can be got together—men who are specialists in diversified lines, and every man a star in his line.

Under the constant supervision of Mr. Ethridge these men are to-day turning out a grade of work which it is mighty difficult to secure, and which you need in your business.

If you need anything in this line, from a little trade mark design to a mammoth poster in many colors, write us about it to-day.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

Unusual

I want several men with a few thousand dollars each to join me in obtaining control of an important manufacturing business now in operation under exclusive and valuable patent rights, and which gives the strongest promise of paying one-quarter million dollars of profit the first year, and increasingly thereafter. The cash immediately needed is \$25,000, and I would prefer to have five men with \$5,000 each, although smaller sums would be acceptable. The reasons for selling will bear thorough investigation, and the entire proposition is absolutely solid and legitimate. It is, in truth, an opportunity such as comes to a man hardly once in a lifetime. It will not go a-begging and it will not wait. If interested please address **CONTROL**, care of **PRINTERS' INK**.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It won't be so dull after Christmas if you'll advertise things that people want, at prices that will tempt them to let go of their money. Your margin of profit may be smaller; you may in some cases supply a demand that you might have supplied at your usual profit, but you'll be turning your money over, and, what is more important, you'll be getting new customers into your store at a time when you can give them a great deal of attention. Try a few rousing special sales; don't worry if you lose a few dollars on some of them, so long as you get people to say good things of your goods and prices. Charge it up to advertising.

A Small Space Well Used.

The First Time

your watch fails to keep good time is a good time to bring it to us. Of course it isn't always best to let a watch go till it "breaks down" before taking it to the watchmaker.

C. HOWARD DALEY,
Mgr. for F. H. Hill, Jeweler,
259 Main street,
Danbury, Conn.

This Is Sense.

A Watch Isn't a Lawn Mower

or a sewing machine, and you wouldn't think of running either of them a year with only once oiling, but it's an even chance you'll let your watch run until it stops from lack of oil and the accumulation of dust and dirt.

If you've a watch that you value you'll save money and trouble if you let the watchmaker look it over at least once a year.

C. HOWARD DALEY,
Mgr. for F. H. Hill, Jeweler,
259 Main street, Danbury,
Conn.

John Blake, Another Danbury, Conn., Advertiser, Has Built Up an Excellent Restaurant Business with the Help of Good Advertising.

Steaks at Blake's

The thick, juicy sirloins that you read about. I'm driving right along the turnpike of progress, and if you're a lover of juicy steaks I'd like you to try mine. They're the New York kind—thick and tender.

Quick lunches at all hours, regular dinners daily from noon until 8 p. m.

Reynolds & Fuller, of Danbury, Conn., Are Printing a Line of Straight-from-the-Shoulder Talk That Ought to Do Them a Lot of Good.

Cheap Carpets

When we sell you a carpet we'll tell you exactly what it is. If it's cotton we'll say so, and if it's wool we'll tell you.

If it's part cotton and part wool you'll know it from us.

We buy our Ingrains direct from the mills and sell them cheaper than any other concern in Danbury.

Full Extra Super, all wool, 13 pair, 1,080 ends, 63c. the yard.

Right on Time.

The School Suit for Boys.

These are the Suits that stand the stress of being worn daily by healthy boys. Double-breasted and Norfolk Jacket Suits of good, serviceable cassimere, a stylish gray checked pattern; cut to give the boys room and to look smart; firmly stitched. Determined to outwear both school-time and play-time. Sizes 10 to 16 years.

\$3.75

for a suit and two pairs of trousers. \$5 would be a fair estimate of the value.

And Suits of fancy chevot, equally enduring. Made for us especially. \$5 each. Sizes 9 to 16 years.

*Some Pertinent Impertinent Questions
and a Good Answer.*

How's Your Liver?

Are you bilious?
Does your head ache?
Do you feel dizzy?
Is your stomach out of
order?

Are your bowels consti-
pated?

In order to prove that I
have a perfect remedy for
biliousness and constipation
I will sell a regular 25c. size
of my Little Liver Pills for
10c. and agree to give you
back the dime if the pills
don't do all I claim they
will. Only at
SHEPARD'S PHARMACY,
Corner Main and West sts.,
Danbury, Conn.

Another Timely One.

Children's School Hats.

Pretty School Hats for the
little ones; sensible and prac-
tical, too, for everyday wear.
Broad rolling brims—one
sort of "scratch" or rough
felt, with stitched brim, band
and bow at side, at 65c.

Another style, of stitched
cloth, in navy blue, castor,
cardinal and Oxford gray;
edged with imitation leather;
ribbon streamers. 65c.

A third variety is of
scratch felt, in castor, car-
dinal, navy blue and brown;
broad stitched brim, bell
crown; ribbon band and
streamers. \$1.

A Good Lamp Ad.

These Longer Evenings

call for an earlier use of
lamps, and there are lots of
sitting rooms and parlors and
libraries that will need the
refurnishing and brightening
up that only a lamp can give.

We've enlarged our lamp
stocks and are offering at
prices that range between
75c. and \$10 what we think
is a better showing of styles
and values than you'd be
likely to find elsewhere.

When your lamp needs get
your attention you'll do well
to keep our offerings in your
mind.

**THE DANBURY
HARDWARE CO.,**
Main st., Danbury, Conn.

For Towels and Bath Mats.

The Good Bath

is dependent on proper
towels as much as it is on
the tub and the water. Here
are Bath Towels and Bath
Mats that make the getting
dry part of it an easy and
comfortable affair.

*One of the Advantages of a Bank Ac-
count Is Attractively Stated in This
Ad of the American National Bank,
of Hartford, Conn.*

A Pocket Check Book

Open a bank account with
us and take a pocket check-
book with you. Then your
money can't be stolen from
your pocket or from your
house, and it's safe against
theft and free from danger
by fire.

As a depositor with the
American National Bank you
share without cost the use
of our vaults, our bookkeep-
ing facilities, our experience
in financial matters, and have
the satisfaction of knowing
that you need never worry
about possible theft or fire.

A Cigar Ad That's Full of Enthusiasm.

I. D. C.'s Are a Huge Success.

Nothing succeeds like suc-
cess, but to be successful an
article must possess merit.
My I. D. C. five-cent cigar
is the best bundle of merit
that was ever put into a nick-
el cigar, and many of its
hundreds of admirers say it
is better than most of the
ten centers.

A customer who called re-
cently informed me that he
and many others he knew
of sent out of town for their
cigars, but as far as he was
concerned he was through,
for the I. D. C.'s at \$2 a
box were way ahead of those
he'd been paying \$3.50 for,
and he was glad there was
a local-made cigar at last
that hit the nail on the head.

And how the drummers
have caught on—I've stocked
many a grip this last week—
I. D. C.'s surpass anything
they find in their travels.

F. H. OHSEE,
Danbury, Conn.

The Seattle Times

(DAILY AND SUNDAY)

is supreme in its field. The table below proves that claim conclusively:

NOVEMBER, 1903, RECORD:

The following comparative statement of business, given in inches, carried by **The Times** and **The P.-I.** during the month of November, 1903, tells its own story:

The Times' Record

Display advertising.....	36,845
Classified advertising.....	12,940
Legal Advertising.....	3,366
Total for November.....	53,051

The P.-I.'s Record

Display advertising.....	30,739
Classified advertising.....	10,045
Legal advertising.....	309
Total for November.....	41,047

THE TIMES beat the "P.-I."..... **12,004**

Note that **The Times** leads **The "P.-I."** by **6,052** inches in display advertising, **2,895** inches in classified, and **3,057** in legal; and in the aggregate **The Times** makes the splendid lead of **12,004** inches in a single month, or about **29 1-4** per cent.

The increase of **The Times'** advertising for November, 1903, over that of November, 1902, was nearly 8 per cent.

SWORN AVERAGE FOR NOVEMBER, 1903:

Daily, Over 34,000
Sunday, Over 38,000

If you are not now using the **TIMES**, why not do so? The Daily and Sunday **TIMES** lead all other papers on the North Pacific Coast in circulation and advertising patronage—display and classified.



The S. C. Beckwith Special Agency,

SOLE AGENTS FOREIGN ADVERTISING

Tribune Building, New York

Tribune Building, Chicago

The First Kick!

Office of Richmond County Democrat,
Tompkinsville, N. Y.,
Dec. 8, 1903.

Printers Ink Jonson, New York City:

DEAR SIR—During the many years we have been purchasing ink from your firm we have never before had an opportunity to put up a "kick," but we are compelled to register our condemnation of the ink which you forwarded to us two weeks ago, and which we tried to use for the first time Saturday. It is not at all up to your standard of inks. It lacks body and prints smeary and oily. We return the ink for your investigation.

Respectfully, BROWN BROS.

It pleases me very much to have my customers inform me of any complaints with my inks, as it enables me to remedy the difficulty immediately and save future kicks. Many concerns do not care to complain, and quit buying. This is hardly fair, as none of us are infallible and I hardly think any ink house would willfully send out poor goods. Mr Hayden, of the Holley, N. Y., *Standard*, received a poor lot of ink from some ink house, and offered to pay the transportation charges both ways if they would exchange it, but he was politely turned down! He wrote me stating that he was ready to go back for keeps to a money-back-if-it-don't-suit ink man, and when my ink arrived would celebrate by making a bonfire of about 75 lbs. of the other fellow's stuff called ink. My customers feel safe in buying from me, knowing that if the goods are not up to the standard I will exchange them or refund the money without offering any arguments.

Send for my new book giving hints for the press-room.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, New York.

Roll of Honor Notice

Publishers heretofore barred from entry into the Roll of Honor because they had not the requisite qualification—that is, because they did not place on file a detailed, signed and dated statement strictly conforming to the rules of the American Newspaper Directory—have **Now** an opportunity to be admitted to that department if they do the four things here specified:

- 1st.—Set down separately the number of complete and perfect copies printed of each issue during the 12 months preceding the date of statement.
- 2nd.—Divide the sum of the several issues by the number of separate issues, thus ascertaining the average issue.
- 3d.—The statement should be dated.
- 4th.—The statement should be signed by some person whose authority to give the information is either evident or stated.

If statements of the character specified are sent to the editor of PRINTERS' INK, he will edit the copy for the Roll of Honor and turn the statement over to the editor of the American Newspaper Directory for use in the 1904 edition of the Directory now undergoing the thirty-sixth annual revision.

For further information, if desired, address Managing Editor PRINTERS' INK, 10 Spruce St., New York.